FEBRUARY 10, 1947

PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

KLZ PAYS OFF!

IT SAYS HERE ☛

- Advertisers who pay particular attention to a station's cash-drawer rating should be impressed and influenced, to be sure, by the fact that *more advertisers, local and national, buy more time on KLZ than on any other Denver station.* These advertisers know that KLZ pays off. The cash drawer keeps telling them every day.

KLZ
DENVER
National

CBS Affiliate BMB **560 KC.**

Affiliated in Management With WKY, Oklahoma City Represented Nationally by The Katz Agency, Inc.

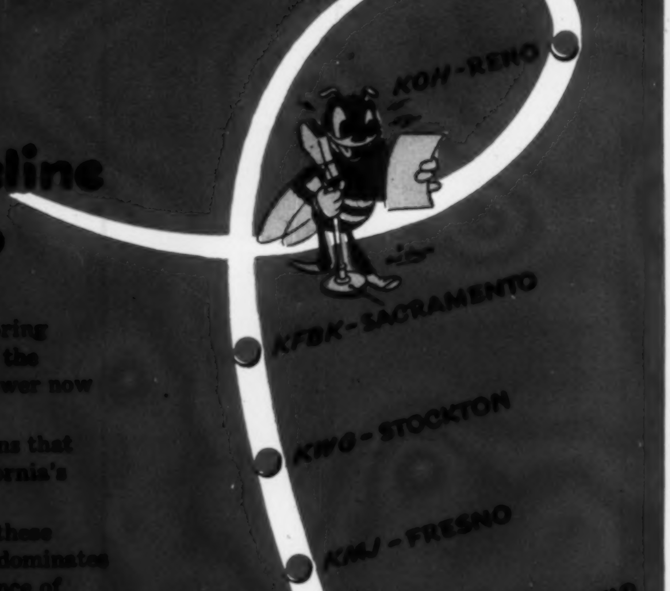
It's impossible ✿

✿ You can't cover California's **Bonanza Beeline** without on-the-spot radio

- Take California's vast central valleys . . . add neighboring Reno and prosperous western Nevada. And you've got the Beeline market. A bonanza market with total buying power now almost half again that of St. Louis!

But it's a market set apart by mountains — mountains that stop most outside radio signals *cold*. To radio-sell California's Bonanza Beeline, you need *on-the-spot* radio.

So let the five BEELINE stations introduce you to these people with all that "buyability." Each of these stations dominates its area. KMJ Fresno, for instance, maintains an audience of 6 to 20 times that of the next best Fresno station. The flexible Beeline group is not a network or a chain. You can buy it any way you want it — one or all five. Find out how much these stations can sell for you.



McCLATCHY BROADCASTING COMPANY

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC) 10,000 watts 1530 kc.	Reno (NBC) 1000 watts 630 kc.	Bakersfield (CBS) 1000 watts 1410 kc.	Stockton (ABC) 250 watts 1230 kc.	Fresno (NBC) 5000 watts 580 kc.

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

In New England It's Traditional

... to be Neighborly

True friendship and loyalty are characteristic traits of New Englanders.

That's why everything which is part of the community, from local merchants to the home-town radio station, has the patronage and acceptance so important for sales results.

The Yankee Network's home-town stations deliver this neighborly loyalty, by retailers and listeners, in 24 key markets. This is the kind of cooperation that insures intensive, comprehensive coverage and sales impact in prosperous, populous New England.

Acceptance is THE YANKEE NETWORK'S ***Foundation***

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

LINCOLN DAY dinner last Thursday produced GOP inner circle discussion of FCC investigation. Senator Tobey (R-N. H.) won't commit himself on reintroduction of investigation resolution from last Congress but Senator White's (R-Me.) bill to define FCC powers [BROADCASTING, Jan. 27] stirring up both houses. Result may be joint legislative-investigative committee.

TALLEST MAN-MADE structure in universe will be radio-owned if plans of Cowles Broadcasting Co. materialize. Cowles now in process of making application for 1,500-foot steel tower for its upcoming FM station in Des Moines to be operated in conjunction with KRNT. Station is authorized for effective radiated power of 157,000 w and tower probably would cost in neighborhood of $200,000. Bids shortly will be sought by T. A. M. Craven, Cowles vice president and former FCC commissioner.

SWITCH of WCAU Philadelphia from *Philadelphia Record* to *Philadelphia Bulletin* ownership [BROADCASTING, Feb. 3] may bring fusion of executive direction of present WCAU and WPEN policy personnel. When transfer application is filed 20 days hence, it may be accompanied by firm contract for sale of WPEN, independent regional, by *Bulletin* to one of several interests now negotiating. CBS-affiliated WCAU expected to continue under general direction of Dr. Leon Levy, with Richard Slocum, general manager of *Bulletin*, as policy head. G. Bennett Larson, WPEN general manager and network producer of note, is logically expected to transfer to executive staff of WCAU.

NOW THAT Edward J. Noble, chairman and controlling owner of ABC, has held off public sale of 1,500,000 shares of network stock for roughly $14,000,000, because of unfavorable market conditions, plans ultimately may be altered. Mr. Noble isn't so sure now that he wants to dispose of that much stock. Dillon, Read was named principal agent when stock issue was announced last May.

DESPITE REBUFF from FCC on its original plea to halt licensing of daytime stations on clear channels, Clear Channel Broadcasting Service again will petition for relief. It will contend that new studies show daytime skywave does exist even with 50,000 w; and if clear channel stations go to requested 750,000 w, secondary station operation on such channels would be intolerable. FCC has been licensing daytime stations in wholesale lots on ground that law does not permit rejection.

MEMBERS of Mutual board of directors were so impressed with their first board meeting in Washington in latter January, which included dinner with FCC members and off-the-record session with President Truman, that

(Continued on page 86)

Upcoming

Feb. 10-11: NAB Legislative Committee, Mayflower Hotel, Washington.

Feb. 13: NAB-RMA Liaison Committee, Mayflower Hotel, Washington.

Feb. 14: FMA Executive Committee, FM Hdqtrs., Washington.

Feb. 18-19: NAB Public Relations Executive Committee, Statler Hotel, Washington.

Feb. 19: RMA Board of Directors, Stevens Hotel, Chicago.

(Other Upcomings page 84)

Bulletins

SECRETARY OF STATE George C. Marshall declared emphatically that United States must go into international broadcasting to blanket the earth with pure, unadulterated truth. Addressing his first news conference since his appointment he predicted Friday that it would take some time to adapt International Broadcasting Foundation to exact requirements [early story page 85]. The Secretary revealed he is trying to arrange broadcast facilities at coming Moscow peace conferences. So far, he said, USSR allowing only 15 to 20 correspondents.

WRBC Jackson, Miss., 5000 w on 620 kc, owned by Rebel Broadcasting Co., will affiliate with MBS May 1 as network's 394th station. Allan Lacy is general manager of station which replaces WJXN Jackson. Mutual last week announced affiliation of its 400th station (see page 72). Five other stations to be announced.

Business Briefly

REVERE RENEWAL ● Revere Copper and Brass renews sponsorship of *Exploring the Unknown* on 393 MBS stations for 13 weeks beginning March 9. St. Georges & Keyes, New York, is agency.

AIR TRANSPORT ASSN. FINANCING VANDERCOOK DISCS

AIR TRANSPORT ASSN., Washington, will foot bill on new transcribed series by John W. Vandercook, former NBC reporter, Adm. Emory S. Land, ATA president, said Friday. Contract for ATA, made up of U. S. and international flight firms, signed Friday between Woods & Riblet, New York public relations firm representing Vandercook, and Robert Ramspeck, ATA executive vice president, former Congressman.

Negotiations conducted by John G. Thompson, ATA publicity head, with Woods & Riblet.

Under terms [BROADCASTING, Feb. 3] Woods & Riblet offered to supply broadcasters (one to market) six-weekly five-minute Vandercook news report, for local sponsorship.

Series will be released to 300 stations, all types, coast to coast effective Feb. 17. ATA pays Vandercook's salary and expenses, production costs and "profit to Woods & Riblet" —on 26-week noncancellable basis.

Vandercook will record in "U. S. A. and abroad." Series described by ATA as "coast-to-coast public relations broadcast series." Vandercook will be introduced as presenting "air age news of the day", only ATA reference except as news itself justifies.

Woods & Riblet sent letters to stations offering series for local sponsorship without charge. Series is cancellable by station on notice. WOR Recording will record.

FCC Gets Flood of Deadline Applications

TIDAL WAVE of applications for new or changed AM facilities, estimated roughly at 300, swept FCC last week as applicants raced to beat Friday-night starting deadline of "temporary expediting" plan.

FCC authorities, unable to keep accurate count of filings, estimated Commission would enter expediting period with about 850 applications for new AM stations, exclusive of applications for facilities changes but including some 400 new-station applications already in hearing. Observers expressed fear it would be impossible to process all by May 1, as Commission had hoped.

Final count on Friday filings expected to be comparable to last day before normal licensing resumed Oct. 8, 1945, after wartime freeze. Total then: 160. It was estimated each of some 20 Washington engineering offices filed 10 last-minute applications; law offices each submitted up to dozen or more.

AM applications for new or changed facilities submitted after last Friday will not be considered until temporary expediting procedure is lifted May 1. Entering expediting period, when private engineers will aid FCC in processing cases, FCC has licensed total of 1,099 AM stations. CPs outstanding for 461 others, making total of 1560.

FCC said "wherever possible" in Processing Line 2 (complex engineering cases), start of work on various channels "will be governed by the oldest applications on file for the channels in question." First partial schedule of conferences:

Feb. 11—930 kc, 10 a.m.; 1150 kc, 2 p.m.

Feb. 12—550, 710, 960, 1280, and 1430 kc, all at 10 a.m.

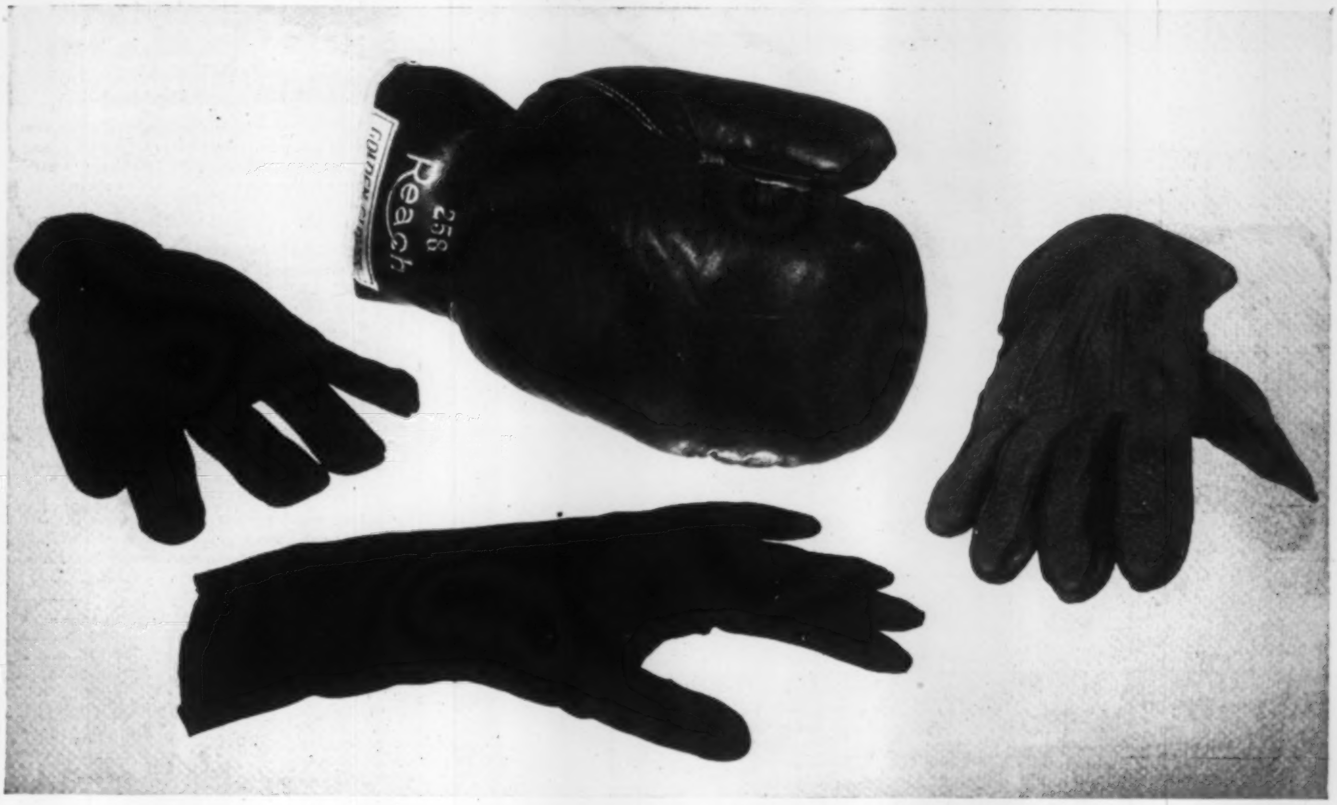
Feb. 13—610, 980, 1320, 1440, and 1590 kc, all at 10 a.m.

These conferences will be held in Room 7554, New Post Office Bldg., Washington. Attorneys and engineers of applicants for these channels should attend, "prepared to participate in the conference concerning the channel in which they are interested." Others wishing to participate should file written request with FCC Secretary.

Schedule of conferences on other channels to be announced "in the immediate future," FCC said.

Commission emphasized importance of conference attendance by representatives of ap-

(Continued on page 86)



Allright! THE GLOVES ARE OFF!

We're tired of having well meaning friends call us and say:

"What's this about your competitors and their representatives saying that your audience is bought with money give-away programs?"

We've said it before and we'll say it again:

- ***We've NEVER Had a Money Giveaway Program on WHHM***

  But . . . our competitors (bless 'em) happen to have a total of 34 money give-aways weekly, according to airchecking!

- ***Now . . . Who Bought What Audience?***

  Let's be fair about WHHM's astounding Hooper ratings. Of course they're astounding . . . for we tried to make our programming the finest ever offered a Mid-South audience . . . and succeeded.

WHHM delivers the Audience . . . MORE LISTENERS per DOLLAR in MEMPHIS

The Spot For Your Spots . . .

WHHM

MEMPHIS, TENNESSEE

REPRESENTED BY FORJOE & CO.

MEMO
to
BUYERS

ARE YOU MISSING GEORGIA'S 3rd MARKET?

Listeners in Augusta, Georgia, are loyal listeners—to their hometown stations. Hooper's 1945 (B.T.*) listener index shows everybody in Augusta tunes to local outlets.

Like this:

STATION	MORN.	AFT.	EVE.
A	62.3	57.3	54.8
B	37.3	42.4	44.3
All other (Outside) Stations	0.4	0.3	0.9

When the above Hooper Survey was made there was no NBC outlet in Augusta. The story is different now. Now NBC advertisers for the first time can have "coverage" in Augusta for their NBC network programs. They can tap Georgia's third market by using WTNT.

Since January 1, the 100,000 people in Augusta (metropolitan area) who buy $58,560,000 worth of merchandise yearly are listening to their new NBC outlet.

Augusta folks listen to programs on their own stations. America's No. 1 programs are on NBC. Augustans will listen to yours (and buy _your_ products) on WTNT. Clearing time will soon be a problem. Act today and cover the rich Augusta market!

* *Before WTNT.*

WTNT
NBC AFFILIATE
AUGUSTA, GEORGIA
250 Watts • 1230 Kilocycles

BROADCASTING
TELECASTING

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IN THIS ISSUE . . .

BROADCASTING TRENDS

Majority of BMB Subscribers Satisfied 13
NBC, CBS to Become NAB Associates 13
KSD Inaugurates Commercial TV in St. Louis 14
Validity of NAB Code Is Questioned 15
Part II of Joske's Story Told 15
FCC Report Is Sent to Congress 16
National Policy Needed on FM Licenses 16
Editorializing Position Disputed By E. B. Craney 18
Linda Cast, Sponsor Same 10 Years 18
NAB-RMA to Push Set Sale Drive 20
Symphony Sponsor Explains Why By Henry H. Reichhold 20
Ford Receives New AM Shreveport Grant 31
Plan to Improve Radio Quality Offered 32
Oklahoma U. Radio Conference Set 44
Five Class B FM Outlets Granted 70
Mutual Signs 400th Affiliate 72
Six Assignment Changes Proposal 73
Radio Correspondents Assn. Entertains 74
Frequency Proximity to Be Debated 76
Ten Cities Gain Class B FM Channels 77

DEPARTMENTS

Agencies 52
Commercial 42
Editorial 48
FCC Actions 56
Management 38
Network Accounts 65
News 50
Our Respects to 48
Production 54
Programs 58
Promotion 68
Sid Hix 14
Sponsors 65
Technical 66
Turntable 42
Upcoming 84

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SOL TAISHOFF
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PROMOTION
WINFIELD R. LEVI, *Manager*

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250 Park Ave., Zone 17, *PL*aza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Hilliard H. Wolfe Jr., Patricia Ryden, Dorothy Macarow.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 20c PER COPY

Service Pays

People always remember good service—and many a business has been based on this one idea . . . In the Nashville area, over 4,600 stores specialize in service from dry cleaning to radio repairs . . . And these businesses make service pay—over 16 million dollars a year at the last census in 1939 . . . Such profitable business and manufacturing activity has helped swell buying income in the Nashville market area to more than 800 million dollars yearly . . . When you need effective coverage of this rich territory use the large audience who listen regularly to WSIX.

AMERICAN • MUTUAL 5,000 WATTS • 980 KC.

WSIX gives you all three: Market, Coverage, Economy

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

Represented Nationally By
THE KATZ AGENCY, INC.

once there was a little church mouse...

He made the unfortunate mistake of settling down in the prosperous Albany-Troy-Schenectady area where people are certainly not as poor as church mice. This put him in a class by himself.

Matter of fact, families in those three growing cities—all served so thoroughly by WTRY—earn nearly half a billion dollars a year. And they spend over 200 million annually on retail purchases. Certainly no company for a low-income church mouse to keep.

The vital thing for advertisers to remember is that via WTRY they can find constant access to the minds (and buying moods) of 305,000 people in Albany-Troy-Schenectady. WTRY's own carefully-pitched local programs, plus the headliners of CBS, make it an ideal vehicle for the messages of advertisers who want results.

And in eight rich counties* surrounding Albany-Troy-Schenectady, WTRY's popularity is no less. All told, more than a billion dollars are earned each year in the busy territory within reach of WTRY's voice.

People who have that much money aren't church mice about spending it. So make your suggestions to them by way of WTRY. They'll be listening, never fear.

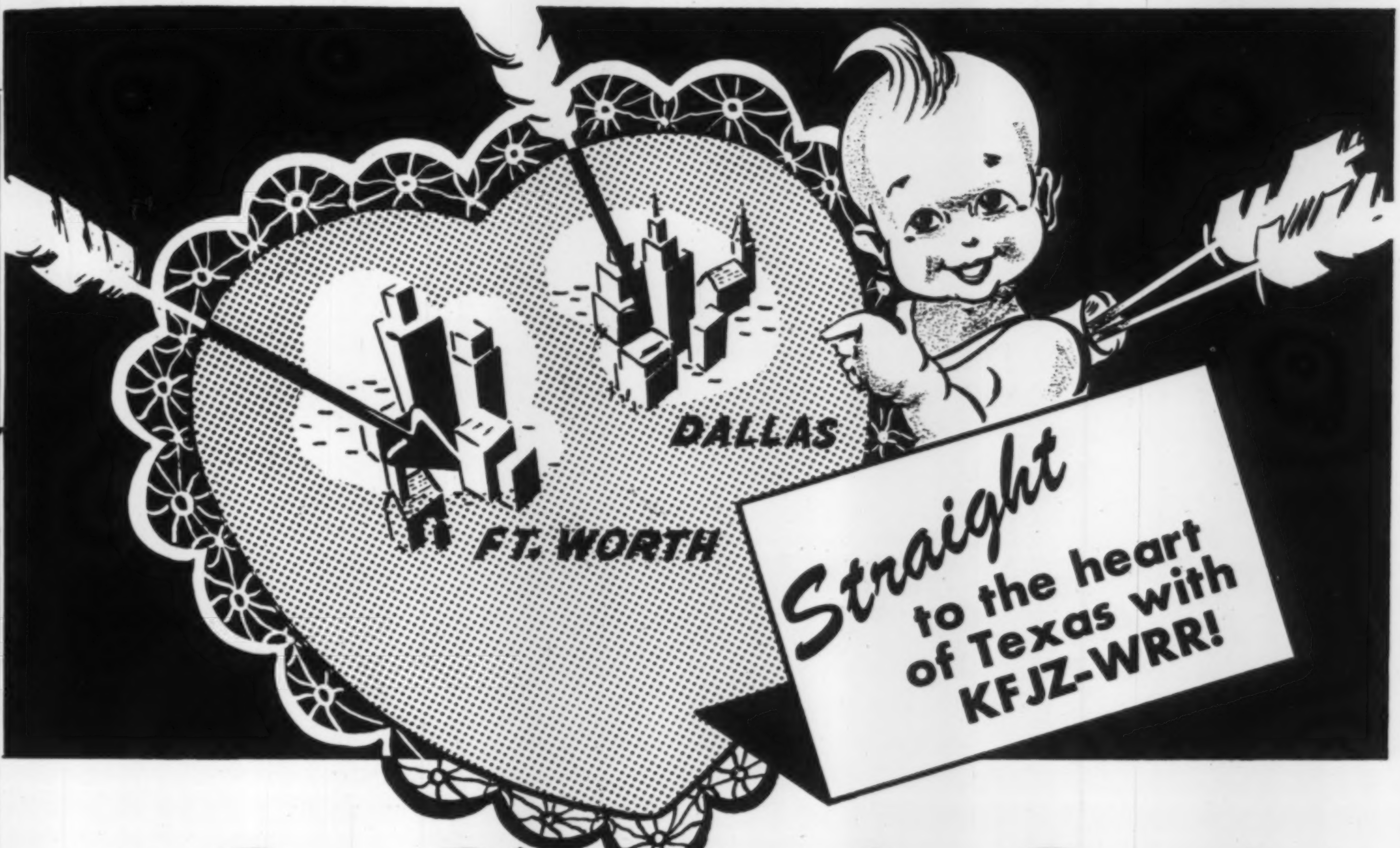
*BMB says it's 12

WTRY

ALBANY 8 MI.
TROY 4 MI.
SCHENECTADY 10 MI.

Albany-Troy-Schenectady
980 kilocycles—1000 watts
Studios in Troy and Albany

Represented by Headley-Reed Co. Other H. C. Wilder stations are WSYR, Syracuse and WELI, New Haven


DALLAS
FT. WORTH
Straight to the heart of Texas with KFJZ-WRR!

Two Shots for One Price!

Dan Cupid's been at work in Texas, too . . . for two dominant stations have wed to give you double coverage of Texas Twin Cities — for one price!

Yes, you can now schedule your broadcasts at simultaneous or separate hours with KFJZ and WRR — and cover a billion dollars worth of buying income in Fort Worth-Dallas area *twice.*

For double-dollar results at single-dollar expense, buy the KFJZ-WRR combination.

TEXAS' BEST RADIO BUY

KFJZ
FT. WORTH

WRR
DALLAS

TWO STATIONS FOR ONE PRICE

NATIONAL REPRESENTATIVE
WEED & COMPANY
NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

THE BEST RADIO BUY IN TEXAS

92,588
RADIO
HOMES
IN THE
WFBC
MARKET

Primary Coverage of 13 leading South Carolina counties

. . . 648,661 PEOPLE

South Carolina's leading market

RETAIL SALES 124,979,000

Represented by
LEWIS H. AVERY, Inc.

WFBC
GREENVILLE
SOUTH CAROLINA
NBC 5000 WATTS DAY or NIGHT

Feature of the Week

COMPETITION in advertising hit a new high when on three successive days three advertising executives each outdid the other in their catch of prize sailfish at West Palm Beach, Fla. They set a new record for the Silver Sailfish Derby, capturing three daily awards in succession, according to officials of the West Palm Beach Fishing Club.

R. E. Healy, vice president in charge of advertising for Colgate-Palmolive-Peet Co., was lead-off man with a sailfish measuring 7 feet 11½ inches and weighing 48 pounds. His fish was awarded the daily trophy but as it was not brought in immediately from the Gulf Stream, Mr. Healy lost out on the gold button given by the Club for eight-footers.

The following day Cedric Seaman, vice president of Continental Baking Co., landed a "sail" which measured 8 feet 2 inches and weighed 59 pounds. He got his gold button, plus the award of the day.

So far the third member of the party, Ted L. Bates, head of the New York agency bearing his name, had managed to hook only barracudas. Just as his companions aboard Capt. Frank Ardine's "Sail Ahoy" were beginning to feel superior, Mr. Bates moved into top position with a winner. His prize catch measured 8 feet 7¾ inches and weighed 68 pounds, to give him two trophies and a good chance at one of the chief awards of the three-week Derby.

SAIL AHOY
FLA

Mr. Seaman holds the prize sailfish with an assist from (l to r) Fishermen Bates and Healy.

When Mr. Healy brought in the first of the three winners he solemnly allowed Bob Delaney, sports editor of WJNO West Palm Beach, to transcribe an interview with him to be sent, as Mr. Delaney explained, to home town radio stations with the compliments of WJNO. The interview had gone on for five or six minutes before Mr. Healy broke down and admitted that he knew something about radio.

Sellers of Sales

ANNE CAROLYN WRIGHT, planned, even when she was a very young girl in Massachusetts, that someday she would have a self-sustaining career in New York. Today, as an associate time buyer, she is responsible for the planning and buying of an important part of the radio budgets of J. Walter Thompson Co.

Born in 1920 in Brookline, Mass., Miss Wright attended Webber College in both Boston and Babson Park, Fla., and then in July 1940 started with J. Walter Thompson Co. as a file clerk and typist in the radio media division. After a few months she became secretary to the chief time buyer and showed a natural aptitude for radio time buying herself.

As the opportunity arose with the increase in radio accounts and budgets, Miss Wright became an assistant buyer in 1943, gradually taking as her major responsibilities the buying for Shell Oil Co., Mentholatum, Pond's, RCA, Brillo, and Pharmacraft, as well as working on new plans as they developed. With the coming of television she was assigned the job of being the central point for the dissemination of up-to-date television information, in addition to handling the buying for Ford Motor Co. and Standard Brands Inc.

ANNE

Anne was married last Dec. 28 to H. V. (Andy) Anderson, account executive of WNBC New York. Having met Anne at the celebration announcing the change in call letters of WEAF to WNBC, he quickly convinced her that her name should be changed, too.

While her career has been her main hobby, she also has taken flying lessons and likes all outdoor sports, as well as the theatre and music, which is her husband's hobby. Right now she is devoting some of her spare time to the study of navigation so that she can handle the 30-foot sailboat she and her husband will be launching in Hempstead Harbor, Glen Cove, this spring. Anne and Andy live in Manhattan.

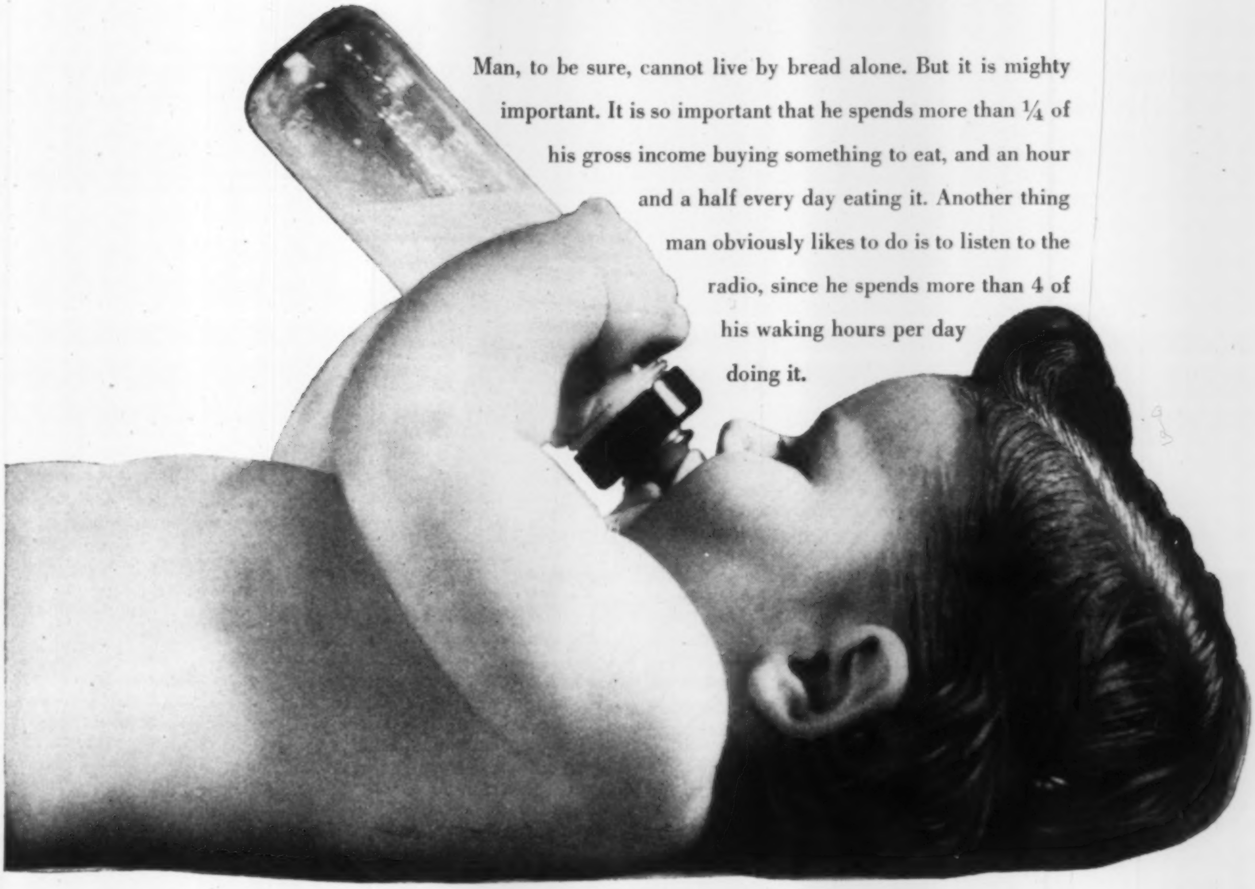
FOR SALES RESULTS AT LOW COST

WKBO
HARRISBURG, PA

Advertise your product on a station that exerts influence on the buying habits of a market with higher-than-average income.

Represented by
RADIO ADVERTISING COMPANY
New York • Dallas • Chicag
San Francisco • Hollywood

IS EATING IMPORTANT?



Man, to be sure, cannot live by bread alone. But it is mighty important. It is so important that he spends more than ¼ of his gross income buying something to eat, and an hour and a half every day eating it. Another thing man obviously likes to do is to listen to the radio, since he spends more than 4 of his waking hours per day doing it.

That is why America's leading food advertisers spend more money talking to him *on the air* about their products than they spend in any other national medium.

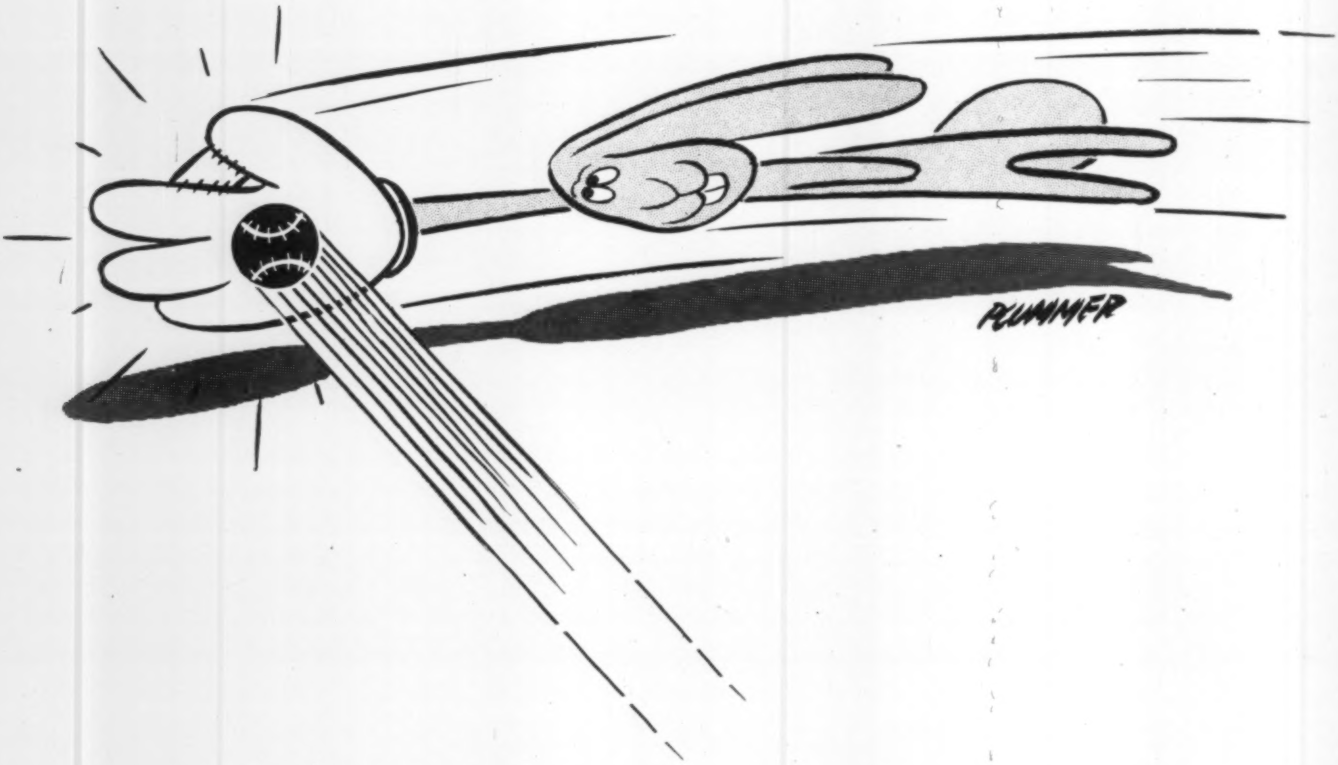
. . . And in 1946* for 7 YEARS RUNNING more of this money was spent with the Columbia Broadcasting System than with any other network.

This is also important.

COLUMBIA BROADCASTING SYSTEM

*Based on the full 12-month period of the calendar year 1946.

A LITTLE EXTRA EFFORT OFTEN GETS A BIG RESULT!



● Remember the "impossible" line drives you've seen fielded by *extra effort*—the long, "hopeless" (but successful) tackles — the winning points in hard-fought basketball games?

Well, that's the kind of effort we like to put into our business, too. For instance, you may think you're absolutely *sold* on some medium other than spot-broadcasting—that we'd be foolish to expend much extra effort on "selling" you. Try us and see! Tell us how you are using your appropriation *now*, and we will prepare an exhaustive study that will show you some *better values in spot-broadcasting*. Ready?

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OKLAHOMA CITY	KOMA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *444 Madison Ave.* Plaza 5-4130
DETROIT: *3463 Penobscot Bldg.* Cadillac 4255
SAN FRANCISCO: *58 Sutter* Sutter 4353
HOLLYWOOD: *6331 Hollywood* Hollywood 2151
ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
TELECASTING

VOL. 32, NO. 6 WASHINGTON, D. C., FEBRUARY 10, 1947 $5.00 A YEAR—20c A COPY

Majority of BMB Subscribers Satisfied

Four-Section Poll Will Report Sentiment of Broadcasters

THREE OUT OF FIVE BMB subscribers believe that the cooperative measurement organization has given them what they paid for—more than four times as many as feel that it has not.

This was a salient fact brought out in BROADCASTING TRENDS third poll of station managers, conducted by Audience Surveys Inc., New York.

Highlighting results reported in the following, first of four sections of the survey which will be reported consecutively in BROADCASTING, were these developments:

BMB's endorsement is strongest in Pacific and Mountain and South Atlantic areas.

Almost one quarter of the subscribers have not yet made up their minds about BMB, are reserving judgment.

Higher rate stations (as a group) are more satisfied with BMB than smaller stations.

Broadcasters intend to use BMB primarily as a selling tool, but will employ it heavily in audience promotion activities.

The poll was conducted in early January among managers of a representative sample of U. S. commercial radio stations. The sample was controlled for proper balance by city size, network affiliation, geographical area, and base hour rate. **When broadcasters answered this questionnaire they had had ample opportunity to study their own BMB reports, but BMB area reports had not been delivered, and agency use of BMB data (the ultimate test) had not been undertaken.**

This installment reports in unusual detail the answers to two of the questions asked in the survey: (1) Do station managers feel that BMB is giving them what they paid for? (2) How have broadcasters used (or plan to use) BMB data? **A preliminary question ("Are you a BMB subscriber?") indicated that 76% of the panel are BMB subscribers—exactly the percentage of all U. S. stations reported as subscribers by BMB in October 1946.**

The precise correspondence between the percentage of BMB subscribers in the sample and the actual BMB percentage indicates the accuracy of the sampling procedure employed by Audience Surveys Inc. in this survey. Only the answers of BMB subscribers are included in this report.

QUESTIONS, THE RESULTS, THE COMMENT OF THE EDITORS

TABLE I

"Is BMB Giving You What You Paid For?"

	Percent of BMB Subscribers
Yes	61%
No	14
Don't Know	23
No Answer	2
	100%

Three out of five BMB subscribers are of the opinion that BMB has given them what they paid for. Almost one-quarter (23%) of all subscribers have not yet made up their minds.

Examination of the answers to this question by geographic areas reveals that a majority of station managers in every area consider BMB to be delivering what they paid for. BMB's endorsement was strongest (67%) in the Pacific and Mountain and South Atlantic areas; compared with 60% among Middle Atlantic and New England stations, and 55% among West Central and East Central stations.

Few station managers in any area say that BMB is not giving them what they paid for; 18% for the West Central area was the highest figure, other areas registering less than 13% of negative opinions.

In every geographical area a sizable group of broadcasters were undecided about BMB in January, ranging from 30% in the East Central States to 18% among South Atlantic station managers. However, these unformed attitudes are undoubtedly taking shape as acquaintance with BMB grows.

The number of station managers whose opinions about BMB have not yet been formed should not be interpreted as either favorable or unfavorable to BMB, but as a measure of the area of indecision about BMB in January. The answers to this question ("Is BMB giving you what you paid for?") by geographic areas were:

TABLE II

	% of BMB subscribers answering:			
Geographic Area	Yes	No	Don't Know	No Ans.
Pacific and Mountain	67%	13%	20%	0%
West Central	55	18	24	3
East Central	55	11	30	4
Middle Atlantic & New England	60	12	28	0
South Atlantic	67	12	18	3
Total U. S.	61%	14%	23%	2%

Analysis by city size indicates that a majority of station managers in every population group feel they are getting from BMB what they paid for.

Stations in the 100,000-500,000 population group were most enthusiastic about BMB (70%); while those in cities of over 500,000 and less than 10,000 population were least impressed with BMB's performance. The vote (on the

(*Continued on page 26*)

NBC, CBS to Become NAB Associates

Details to Be Decided At Board Meeting In Spring

CBS AND NBC have reached an agreement with NAB whereby the two networks will become associate members instead of participating on an active basis, according to informed network sources.

The agreement was reached at conferences Thursday and Friday following a week that teemed with New York reports that the networks had grabbed their hats and exited in a huff from the trade association.

Mutual network is understood to be agreeable to any arrangement involving the other networks. ABC is not an NAB member, but its owned and operated stations belong.

The New York rumor factories were shut down with a bang Friday noon when Niles Trammell, president of NBC; Frank Stanton, president of CBS, and Justin Miller, president of NAB, issued a joint statement flatly denying that any feud existed between the networks and the association.

They explained that the main question at issue (as it has been in the past) is the technical status of networks in NAB. This question will be taken up by the NAB board at its meeting in Washington May 21-22.

Amendment Necessary

Amendment of the association by-laws will be necessary to accommodate the networks as associate members. President Miller is expected to propose this amendment to the board, and its adoption can be effected by mail referendum under a new by-law adopted last October. Since complete overhauling of the by-laws has been under way for some months, the whole problem could be wrapped up in one package.

While Mutual network is an active member, President Edgar Kobak sits on the NAB board as an "observer", an arrangement he insisted on when MBS joined a year ago on the ground that the networks should take every possible step to avoid being charged with undue influence in association affairs.

While precise figures were not available, it is understood that NBC and CBS as networks, are paying into NAB $30,000 each. The MBS contribution is approximately $10,000 annually or an aggregate of about $70,000 for the three networks. Under proposed by-law changes, the major networks, as active members would have contributed a minimum of 10% of the NAB'S gross income in the aggregate. The current year's budget is approximately $650,000.

On an associate basis, the networks would propose to pay a nominal stipend—roughly $5,000 or $6,000. Their owned and operated

(*Continued on page 85*)

High Court Turns Back N. H. Protest

Refuses to Hear Case Involving Political Advertising Rates

NEW HAMPSHIRE radio stations must continue to accept political advertising at regular commercial rates as the result of a Supreme Court refusal last week to hear argument on the constitutionality of a State statute known as "An Act Relating to Political Advertising."

The high court declined for a second time to hear a protest by the *Portsmouth Herald* against the State law which prohibits newspapers and radio stations from charging more for political advertising than for commercial advertising. The *Herald*, in its petition to the Court, claimed that the statute violates the first, fifth and fourteenth amendments to the Constitution by abridging the free press guarantee, impairing the right of freedom of contract, depriving stations and papers of property without due process of law and denying the right of equal protection of the law.

The *Herald*, published by The Chronicle & Gazette Publishing Co. Inc., of Portsmouth, stated: "Any factor which affects advertising revenue correspondingly and directly affects the ability of newspapers to serve their readers and to perform their duties and functions to the public."

"If a state legislature can regulate the rate a newspaper may charge for its advertising, the legislature can set that rate at any point. The legislature can then use its control over advertising rates to control the press," continued the *Herald* petition.

"There is no reasonable basis," said the *Herald*, "for assuming that newspapers and radio stations alone may charge excessive rates for political advertising or may discriminate against certain candidates. Moreover, this classification clearly has no relation to the object of the legislation—fair and equal elections . . ."

The statute involved is part of the Session Laws of 1945, amending the Revised Laws of the State of New Hampshire.

Offers Jingles

SEIBERLING RUBBER Co., Akron, has instituted a cooperative dealer campaign through its agency, Meldrum & Fewsmith, Cleveland, based on 31 chain breaks and 31 one-minute singing weather announcements for use on local stations. Titled *The Singing Weathermen*, the packet is being offered to 1,800 dealers coast-to-coast and to date has been signed by dealers in 17 states. Produced by Radio Productions Inc., announcements cover all weather variations and feature The Debonaires, heard on MBS. Block-Joseph & Assoc., Cleveland, handled sale.

KSD Inaugurates Commercial Video Service in St. Louis

Mr. Burbach

INAUGURATION of regular commercial television service in St. Louis by KSD-TV, *St. Louis Post-Dispatch* station, was scheduled for last Saturday. The station claims to be the first newly equipped postwar television outlet to go on the air and the first to be operated by a newspaper.

KSD-TV has announced plans for presenting 25 hours of varied programming during Edison Centennial Week opening today (Monday). A total of 51 programs will be presented, and these will be carried from noon to 3:30 p. m., Mon.-Sat., with some evening broadcasts. By the end of last week 13 advertisers had bought program time for Edison week, the KSD-TV management reported.

Programs planned for the week include drama, illustrated news, home economics, a style show, a mystery drama in which the audience will search for clues, a "telequizzicalls" program in which members of an audience in a department store will answer telephone questions from the studio, and a video version of the Broadway suspense hit of 1925, "R.U.R." The programs are in charge of Ardien B. Rodner's new company, Television Advertising Productions, Chicago.

Sponsors of programs for the first week include Union Electric Co., Shell Oil Co., Bulova and Elgin (watches), Trimfoot and Rhythm Step (shoes), Hyde Park (beer), Botany (ties), Monsanto (chemicals), Bemis Bag Co., American Packing Co. and the Missouri-Kansas-Texas Railroad.

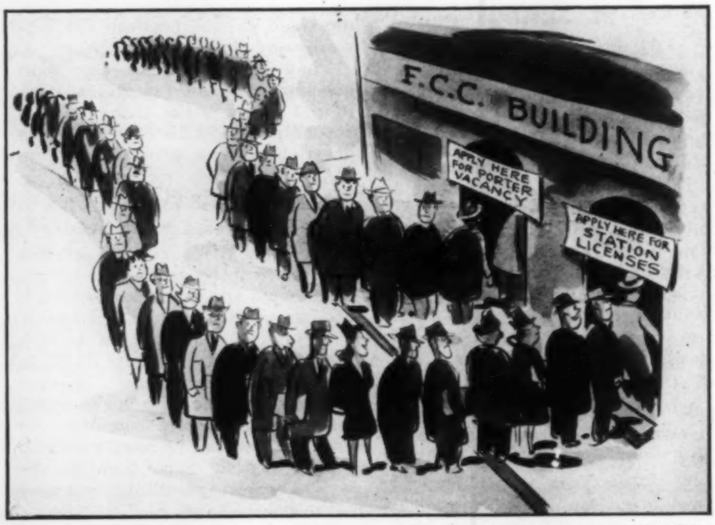
The Pulitzer Publishing Co., owners of KSD-TV, has pioneered in radio for 25 years, George M. Burbach, general manager of KSD, pointed out in a message for the inaugural telecast. KSD was established in 1922. KSD-TV, operating on Channel 5, gave St. Louisans their initial glimpse of public telecasts Feb. 3 and 4, televising street interviews, puppet shows, the Golden Gloves fights, news, drama and other programs for RCA-Victor dealers and guests at Hotel Statler.

Since some of KSD-TV's permanent equipment has not arrived, the station's inauguration of telecasts has been made possible through temporary instruments supplied by RCA, which also sent engineers to assist the station staff directed by Robert L. Coe. Temporary equipment includes a development-model visual transmitter with a range of about ten miles, an FM sound transmitter, a micro-wave relay transmitter and a 3-bay superturnstile antenna mounted 180 feet above the street atop the *Post Dispatch* Bldg.

Permanent transmitting equipment will be in use by April, Mr. Burbach announced. This will include a 550-ft. tower and an RCA Model TT-5 transmitter with an effective radiated power of 20 kw and a range of 35-40 miles.

'Ohio Story' on 7

FORMATION of a special Ohio regional network to carry new series entitled *The Ohio Story*, sponsored by The Ohio Bell Telephone Co., has been announced by McCann-Erickson, Cleveland. Program is heard Mon.-Wed.-Fri. 6:30-45 p. m. (CST) on WTAM WBNS WHIO WSTV WSPD WFMJ WHIZ. Robert Waldrop, former sergeant, public relations, Northington General Hospital, and NBC New York announcer, is narrator.


F.C.C. BUILDING
APPLY HERE FOR PORTER VACANCY
APPLY HERE FOR STATION LICENSES

Drawn for BROADCASTING by Sid Hix

FCC DENIES REQUEST ON REFERENCE TO AM

FCC said last week that it had denied the request of Roy Hofheinz, president of the newly organized FM Assn., that references to AM as "standard" broadcasting be deleted from the Commission's rules [BROADCASTING, Jan. 27].

The Commission said it "is unable at this time" to grant the request, "because of many administrative problems involved."

Mr. Hofheinz had contended that FM "offers an improved quality of broadcast service and it is therefore, quite misleading to the public generally to have any reference to an inferior service as a standard service." He predicted that within two years FM will be the "accepted standard'" broadcasting method.

Plans Explained

PLANS for radio promotion of the 1947 American Red Cross drive were told to nearly 50 representatives of New York stations and networks by James Sauter, chairman of the drive's radio committee, at a luncheon Thursday in the Waldorf-Astoria. Mr. Sauter said that stations would be provided with kits containing spot announcements and with special shows in support of the campaign.

Sponsors Three TV

U. S. RUBBER Co., New York, will sponsor telecasts on WCBS-TV New York from the National Sportsman's Show at New York's Grand Central Palace on Feb. 16, 20 and 23, 9-9:45 p. m. each evening. Competitions in log rolling, canoe tilting, fly casting, wood chopping and sawing, archery, marksmanship, horseshoe pitching, etc., which supplement the exhibition's displays of camping and sports equipment, will be featured in the three 45-minute video programs. Two image orthicon cameras will be used in the pickups, to be directed by Herbert Bayard Swope Jr., of the WCBS-TV production staff. Campbell-Ewald Co. of New York is agency.

Signs WPTZ

PHILADELPHIA ELECTRIC Co., Philadelphia, is sponsoring three one-hour television programs a week on WPTZ Philadelphia. Titled *Television Matinee*, the telecasts are presented 2-3 p. m., Mon.-Wed.-Fri., to reach housewives at a time when they are relatively free from household chores and to provide dealers in the Philadelphia region with material for demonstrating video receivers to prospects during business hours. Program is divided into three 20-minute segments "Menu of the Day," a demonstration of the preparation and serving of food; a period of varied movie shorts, and "Guest Time," featuring local fashion authorities.

Validity of NAB Code Is Questioned

Standards' Legitimacy Clouded by Method Of Adoption

NAB's Standards of Practice, whose intent and provisions face an overhauling this spring, were born under circumstances that cast doubt over their legitimacy.

Already branded as innocuous and an invitation for further FCC control of program and advertising practices by William S. Paley, CBS board chairman, the 1945 standards appear to have been adopted under technical procedure that may not stand the spotlight of legal test.

Though the birth of the standards comes under a cloud, no question has been raised over the legality of their conception—a situation that developed when the FCC slapped down the NAB in the WHKC Columbus decision. FCC's harsh and pointed words caused abandonment of the 1939 NAB code and hurried adoption of standards which sidestepped such touchy subjects as acceptance of programs from unions desiring to solicit memberships.

Not Universally Enforced

Even this toned-down document has not been universally enforced due to fear of Dept. of Justice anti-trust action along with the plain fact that it hasn't a single phrase suggesting sanctions or penalties.

As the whole subject of an industry code enters the revision process at NAB [BROADCASTING, Feb. 3] the matter of the standards' legitimacy will be studied along with such matters as legality of penalties; stiffening of program policies; strengthening of provisions covering length and quality of commercials, and sponsorship of programs dealing with controversial public issues.

Cloud on validity of the standards arises from the fact that the document, which replaced the 1939 NAB code, was adopted in August 1945 by the board of directors whereas the 1939 document, like its predecessors since NAB was formed in 1923, had been adopted at a meeting of the NAB membership.

Since the NAB by-laws had no provision covering the board's power to adopt standards prior to the 1946 Chicago convention, question has been raised over the board's right under association precedents to assume authority over standards as it did in 1945.

The board itself apparently recognized weakness in its authority when it sponsored two amendments to the by-laws for submission to the Chicago convention. This convention adopted, with practically no discussion, the amendment giving the board full authority to enact and amend standards as well as to enforce them.

Since early last summer various NAB segments have been working on this red-hot subject, with blessing of the board. First definite steps are scheduled when the Special Standards of Practice Committee meets in Washington March 5. This committee originally was a subcommittee of the Program Executive Committee, which meets in Washington March 6-7.

Study of news and commentary aspects of the standards likely will come before the news subcommittee of the parent program committee at a March 3 meeting in New York.

The whole problem of standards is so delicate and controversial that a revised document, especially if equipped with enforcement penalties, might be submitted to the membership by the board. Next meeting of the board will be held May 21-22 in Washington.

Mentioned prominently for the chairmanship of the Special Standards of Practice Committee has been Mr. Paley, whose sharp comments at the October convention and in a later CBS broadcast stirred new interest in the subject. As networks last week pondered their decision over whether to remain in the association, question arose over Mr. Paley's eligibility to head such a committee should the networks withdraw.

In such a case the networks still would have technical representation in NAB through membership of an owned-and-operated station.

The present Standards of Practice were adopted "as a guide to assist the licensee in operating in the public interest. Determination of what shall be broadcast rests entirely with the station licensee and this responsibility may not be delegated."

This portion of the Foreword to the Standards completely lacks the teeth Mr. Paley and other advocates of a stiff code insist must be included if the code is to be enforced.

CBS '46 NET INCOME INCREASED BY $450,000

A 1946 NET income more than $450,000 greater than that for 1945 was reported last week by CBS. (CBS dividend, page 83.)

In an annual report to stockholders the network listed its net income for 1946 at $5,796,900, that for 1945 $5,345,641. The 1945 net was bolstered by a $1,037,014 extraordinary gain from the sale of WBT, but federal income and excess profits taxes were greater in 1945 than in 1946.

CBS made provision for $3,560,000 taxes in 1946, $6,604,000 in 1945.

Income before provision for taxes was $9,356,900 in 1946. In 1945 it was $10,912,627, without including the benefits of the $1,037,014 sale of WBT.

Earnings per share from operations was $3.38 in 1946, $2.51 in 1945.

Part II of Joske's Story Is Ready

Programming, Continuity, Promotion Methods Explained

TECHNIQUES used in programming, continuity and radio promotion by Joske's of Texas, San Antonio department store, are covered in Part II of the story of Joske's radio clinic now coming off the presses. The NAB Dept. of Broadcast Advertising is publishing the story as part of a long-range program to stimulate use of radio by retailers and to provide them with tested methods of utilizing the sales power of radio.

WITH hardly an exception, every type of broadcast program can be adapted to the use of the retail advertiser.

This important lesson in retail selling is one of many learned during the radio clinic conducted by Joske's of Texas, San Antonio department store. The clinic resulted in important business gains for the store, widened its trading area, and enhanced its reputation. A check of tested programs showed sales increases up to 200%. [BROADCASTING, Oct. 7, 1946].

Part II of the Joske story, now coming off the presses, is devoted to techniques employed in programming, continuity and general operation of radio promotion in the store. It is being published by the NAB Dept. of Broadcast Advertising, of which Frank E. Pellegrin is director. Text was prepared under supervision of Lee Hart, assistant director, who also was radio director at Joske's during the 1945 clinic year.

Aiding in preparation of the report, which will be followed to chapters on promotion and testing of radio's effectiveness, were: Russel A. Brown, vice president in charge of sales promotion and advertising, Allied Stores Corp.; James H. Keenan, vice president in charge of sales promotion, and James Shand, assistant to the president, Joske's of Texas; Willard H. Campbell, sales manager, Sibley, Lindsay & Curr Co., Rochester; Howard Abrahams, manager, sales promotion division, NRDGA; Walt Dennis, radio and television director, Allied Stores Corp.; James Brown, general manager, KONO San Antonio; Lewis H. Avery, president, Avery-Knodel; Walter Johnson, assistant general manager, WTIC Hartford; Harold Fair, program director, WHO Des Moines.

Publication of the Joske clinic results is part of a long-range NAB program designed to stimulate use of radio by retailers and to provide them with tested methods of utilizing the sales power of the medium. New phase of the drive was developed a fortnight ago when the NAB Sales Managers Executive Committee voted to name a special retail subcommittee to work with the National Retail Dry Goods Assn. and other retail groups, as well as with broadcast stations on problems of mutual interest [BROADCASTING, Jan. 27].

Research Foundation

In the planning stage is a proposed retail research foundation within the broadcasting industry, originally proposed at the NAB convention last October by James H. Calvert, president of Joske's of Texas.

The problem of what type of program the retail advertiser should use resolves itself into determination of the purpose of the program and the objectives of the store, Part II of the Joske report explains, with knowledge of audience preferences for various types of program serving as a guide to selection of programs to reach specific audiences.

This major recommendation for retailers is featured in the report: Every retailer using radio should have, within his store, competent personnel.

The point is of critical importance, according to the report. The department may require only part of one person's time, or may consist of several fulltime employes, depending on the size of the radio project and the division of the work among store, station and advertising agency.

By this means the radio program can be coordinated with the store's entire promotional and merchandising plan. The Joske clinic showed that one of the valuable assets of programs beamed at special audiences is the ease with which the amount of radio advertising can be controlled according to the quantity of merchandise available. At Joske's it was found that short-term, long-term and immediate promotion could be efficiently scheduled.

Effectiveness of radio commercial copy is as dependent on planned scheduling or merchandising as on the nature of the copy itself, the report brings out. It quotes a radio executive of Allied Purchasing Corp. who pointed to the need of careful preparation by the store, which has basic responsibility.

Illustrating the emphasis that can be placed on a single item or department, Joske's in 1945 devoted

(Continued on page 69)

FCC Report Is Sent to Congress

Highlights Peak Volume Of Work for Year Ended June 30

(Text of Report's chapters on Standard and Nonstandard Broadcast Activities will be carried in Feb. 17 issue.)

FCC SENT to Congress last Saturday its first postwar annual report, highlighting the Commission's record volume of activity from July 1, 1945, through June 30, 1946.

"The return of peace has aroused an unprecedented interest in electrical communications that has taxed the limited funds and personnel of the Commission," Chairman Charles R. Denny said in a letter transmitting the report.

"The showing made has largely been made possible by extraordinary ingenuity and effort on the part of employes in all levels," he declared.

The report showed that AM stations licensed or authorized, numbering 955 on June 30, 1945, reached 1,215 a year later. FM stations operating or authorized (including conditional grants) went from 53 to 511. Commercial television totals rose from 6 to 30.

But an even faster pace of authorizations, not shown in the report, was achieved during the last six months of 1946. A check of FCC records last week showed there are now 1,526 AM stations or station authorizations (including 1,062 with licenses as of Jan. 1); 705 FM stations and grants (including an estimated 150 on the air), and 58 television stations (6 licensed and 52 authorized).

In all broadcast services, latest counts showed 1,197 licenses and exactly the same number of construction permits outstanding, with 932 applications pending (497 of these are in hearing). In nonbroadcast services, 31,346 stations are licensed (including 13,849 which received licenses during the year), and 495,000 operators have licenses (180,000 issued during the year).

Little Change

Although observers in recent weeks have seen indications that the heaviest flood of broadcast applications has past, the difference between AM, FM and TV new-station applications on hand last July and those now awaiting action is slight: 949 then; 910 now. These totals are broken down as follows: AM, 659 last June 1 and 642 now (390 now in hearing); FM, 250 then and 255 now (102 now in hearing); TV, 40 then and 13 now (5 now in hearing).

The Commission's brief general review of its highlights in the broadcast field from July 1, 1945, to Jan. 1, 1947, pointed to the issuance of the Blue Book on March 6; clear channel hearings starting in January and continuing intermittently throughout 1946; processing-line procedure for handling broadcast applications; Supreme Court reversal of FCC in the Ashbacker Decision; decision of Circuit Court of Appeals for the District of Columbia reversing the Commission in the WOKO Albany case (FCC was subsequently upheld by the Supreme Court); reservation of every fifth Class B FM channel until next July 1 (reservation of certain Class A channels was ordered later); international conferences, and opening of color television hearings.

In Commission membership, Chairman Paul A. Porter resigned Feb. 28, 1946, and was succeeded by Comr. Charles R. Denny as acting chairman and later, on Dec. 4, as chairman; Comr. William H. Wills died March 6 and was succeeded on April 17 by General Counsel Rosel H. Hyde; Comr. Paul A. Walker was confirmed June 15 for another seven-year term.

FCC personnel last June 30 totaled 1,345 (853 in Washington and 492 in the field). Engineering Dept. had 727 employes, Accounting 163, Law 111, and 344 were engaged in administrative duties. The Commission's 1945-46 appropriation was $5,489,900 including $662,421 for Foreign Broadcast Intelligence Service, which was transferred to War Dept. on Dec. 30, 1945. Congress has been asked to appropriate $7,300,000 for FCC for 1947-48.

FIRST POSTWAR annual report of the FCC, detailing a record volume of activity in the year ending June 30, 1946, was forwarded to Congress on Saturday. In letter accompanying the report Chairman Charles R. Denny pointed to the fact that "unprecedented interest in electrical communications" since the end of the war had taxed the Communication's limited funds and personnel.

Standard Stations' Gross Revenues

GAINS in standard stations' gross revenues in 1945 but even greater increases in expenses and a consequent decline in net income are shown in 1944 and 1945 comparative figures included in FCC's annual report to Congress last weekend. The data, for calendar instead of fiscal years, covered four major and six regional networks and 901 AM stations in 1945 and four major and five regional networks and 875 stations in 1944. The table:

Item	1945	1944	Percent increase or (decrease), 1945 over 1944
Networks and standard stations:			
Investment in tangible broadcast property:			
Original cost	$88,101,940	$82,997,650	6.15
Depreciation to date under present owner	46,506,921	42,445,377	9.57
Depreciated cost	41,595,019	40,552,273	2.57
Revenues from sale of network time	133,973,536	129,369,501	3.56
Revenues from sale of nonnetwork time	176,510,510	158,273,246	11.52
Commission's paid representatives, etc.	43,923,466	41,303,215	6.34
Revenues from sale of talent, etc.	32,777,553	28,959,079	13.19
Total broadcast revenues	299,338,133	275,298,611	8.73
Total broadcast expenses	215,753,845	185,025,760	16.61
Broadcast service income[1]	83,584,288	90,272,851	(7.41)
Networks and their 10 key stations:			
Revenues from time sales	68,669,076	63,656,085	7.88
Revenues from sale of talent, etc.	16,482,799	15,374,364	7.21
Total broadcast revenues	85,151,875	79,030,449	7.75
Total broadcast expenses	67,001,351	58,746,703	14.05
Broadcast service income[1]	18,150,524	20,283,746	(10.52)
Standard stations, excluding 10 key stations of networks:			
Clear channel 50 kilowatts:			
Total broadcast revenues	1,219,715	1,157,770	5.35
Total broadcast expenses	761,385	661,523	15.10
Broadcast service income[1]	458,330	496,247	(7.64)
Clear channel 5 to 20 kilowatts:			
Total broadcast revenues	438,564	421,803	3.97
Total broadcast expenses	336,618	292,269	15.17
Broadcast service income[1]	101,946	129,534	(21.30)
Regional:			
Total broadcast revenues	328,594	307,493	6.86
Total broadcast expenses	221,651	193,113	14.78
Broadcast service income[1]	106,943	114,380	(6.50)
Local:			
Total broadcast revenues	94,374	84,282	11.97
Total broadcast expenses	71,818	60,861	18.00
Broadcast service income[1]	22,556	23,421	(3.69)
Number of employees of networks and standard stations (as of Dec. 31)	37,757	34,281	10.14
Total compensation for the year	$116,267,274	$99,773,425	16.53

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[1] Broadcast revenues less broadcast expenses before Federal income tax.

National Policy Needed on FM Licenses, Sen. Murray Asserts

SENATOR James E. Murray (D-Mont.) suggested last week that the rapid progress of FM-facsimile may require "the development of a national licensing policy with the FCC which will enhance local competition rather than monopoly . . ." He recommended that the FCC set up a national licensing policy to make it possible to split FM licenses "so that at least two papers under different ownerships would use each frequency" for facsimile purposes.

In one of his last reports as outgoing chairman of the Senate Special Committee to study problems of American Small Business he declared that "impending technological changes and the application of new inventions, such as . . . FM-facsimile newscasting, forecast a revolution in news publication which threatens with doom and possible extinction the newspaper enterprises of the nation."

Senator Murray told BROADCASTING, that the Committee, now headed by Senator Kenneth S. Wherry (R-Neb.), would call for a demonstration of facsimile.

The report theorized that most licenses for FM-facsimile went to, and applications came from, big publishers and declared: "The Commission (FCC) should immediately clarify its policies with respect to the development of facsimile and its impact on diversity of ownership."

He also suggested that in order to insure competition in the radio and newspaper industries Congress will need an annual report by the FTC "on competition, concentration and ownership in newspaper and radio industries."

Senator Murray said if the trend to local monopoly continues "the day may come when the surviving units . . . will need to be regulated on the economic side as a public utility. Facsimile newspapers, if they become practical, may intensify the likelihood since the number of papers will be physically limited to the number of frequency modulation frequencies."

The report stated that the "alleged" advantages of size and multiple operation cannot compensate for "the loss in community significance." Thus, he concludes that competition among "the giants" is not sufficient to maintain "the clash of ideas and opinions from which truth arises."

Regarding the development of FM and facsimile, Senator Murray said: "The community-pitched FM radio and the facsimile newspaper form a technological bridge between the press and broadcasting. Although the number of FM outlets possibly runs to 4,000, frequencies still are limited and will have to be shared out among competing applicants. The allocation of those frequencies will determine whether we will have an economcally free, competitive press or a communications cartel."

". . . it will not be long," predicted the report, "before page after page of facsimile newspaper will be rolling out of the slot in receivers in many homes . . . Combination AM-FM-facsimile receivers are already designed, ready to sell for less than $300 all told. A four-column newspaper can be transmitted at the rate of 28 square inches print per minute."

WHO "SELLS" SOIL CONSERVATION!

50,000 Farmers Attend Great Agricultural Demonstration!

Here is one of the most exciting stories of Public Service that any public service medium has ever been able to tell in America—the story of the Fourth Annual WHO Corn-Belt Plowing Match and Soil Conservation Field Day in Marion County, Iowa.

WHO's purpose was to "sell" the idea of Soil Conservation to midwest farmers, and to demonstrate *twenty-nine ways* to protect and improve farm lands.

Months in advance, a run-down farm, gullied and corroded in many places, was selected. After weeks of work by National, State, and County agricultural experts and conservationists, plans for complete renovation were drawn up, including terracing, leveling, tiling, fencing, building dams and ponds, fertilizing and seeding, etc.

On the great day more than 300 farmers with 45 of their own tractors and 52 pieces of other heavy equipment started work. Before dark, the farm had been completely remodeled—50,000 farmers had seen and studied the work, resolving to copy it on their own farms—*and Dr. H. H. Bennett, Chief of the U. S. Soil Conservation Service, who was present for the occasion, had said "This (Demonstration and Plowing Match) is perhaps the most important thing that has taken place in America on farm lands for 350 years."*

That's WHO Public Service *in action.* It is the sort of Public Service that has made WHO a *great* station in Iowa Plus—a great influence for the public welfare as well as a great salesman for America's worthiest products.

WHO

+ *for* Iowa PLUS +

DES MOINES . . . 50,000 WATTS

B. J. Palmer, President ● J. O. Maland, Manager

Free & Peters, Inc., National Representatives

Craney Disputes Editorializing Position

Criticizes Licensing Policy Followed By FCC

By E. B. CRANEY

General Manager
Pacific Northwest Broadcasters

WHEN controversial issues are brought out for an airing, Ed Craney generally can be found on the premises with definite and dramatic dissertations. His militant observations on the subject of station editorializing run true to form, and he supplements them with asides on subjects as commentators, superpower and clipping of station service areas through crowding of channels. Mr. Craney always has championed the cause of the small independent operator.

Mr. Craney

I HAVE read with interest the resolution concerning an editorial policy for broadcasters passed by the 14th NAB District meeting in Salt Lake City. Then I read your editorial on page 14 of the Jan. 20 issue of BROADCASTING. I am greatly perplexed by both the resolution and the editorial.

First the resolution: There is nothing in the Act of 1934 or in the FCC rules to prohibit a station from having an editorial policy today. Radio broadcasters use facilities that belong to the people and therefore all sides of the public's views must be represented on any subject discussed. To do this, of course, means regulation. That is why the words "public interest, convenience and necessity" find their way into the Communications Act.

Any station may have an editorial policy but to serve in the "public interest, convenience and necessity" it must also allow those who differ with its editorial policy a like opportunity to be heard. This is, of course, different than the operation of a newspaper where many times the newspaper publisher never allows opposing views to reach his readers through his own columns.

An Established Fact?

Second, the editorial: This is one of the most amazing pieces of writing I have ever read in your magazine. You say: "We're for radio's freedom to be free. We're for that which Rex Howell, author of the resolution, has been doing at KFXJ Grand Junction, Colo., for 20 years. He has exercised leadership in civic, educational and cultural projects, in getting playgrounds, in improving the police force and water supply, and in other non-political pursuits on the local level."

Now if Rex Howell has been editorializing for 20 years and has been receiving renewals of his station license first every six months, then every year and now every three years during that 20-year period, doesn't this make such broadcasting an established fact? Doesn't it imply that the FCC has looked over his operation on each of his license renewals and said to him, "Rex, you have been operating in the 'public interest, convenience and necessity' so we are going to renew your license?"

I am really at a total loss to know just what the word freedom really means to your editorial writer. In this same editorial you go on to say: "To go beyond this would be playing with dynamite before many broadcasters had learned to play with matches. . . . We shudder to think what would happen if stations acquired for themselves political party labels like the newspapers. . . . While we strongly favor the right of broadcasters to editorialize for their microphones, we vehemently oppose any concerted move whereby stations would attempt to counsel on the national or international scene or delve into politics per se. Leave that to the commentators. . . ."

About Commentators

With such ideas as those I am glad your editorial writer is not a member of the FCC. It means that, after all, he is not for freedom. It means he still wants to set himself up to go over everything the station licensee says and see to it that the licensee never opens his microphones to anything he doesn't believe the licensee should allow to be discussed. This is a far greater limitation than the FCC places on licenses today. The FCC is interested only in knowing that if a subject is once discussed by one side that others have the opportunity to be heard under similar conditions.

I have always maintained that commentators are editorialists. It is a great surprise to find that you agree. It is a great surprise likewise to learn that it is only possible for this great nation of ours to have minds in Washington, New York or Hollywood that are capable to "counsel on the national or international scene or delve into politics per se."

Of course this is what mass communication by network radio has made possible. The poor little guy out in the sticks, in Portland, Atlanta, Spokane, Dallas, Chicago or Podunk knows nothing, he can't raise potatoes, he can't serve meals, he can't sell merchandise, he can't even vote unless some great genius known as a commentator shouts at him from New York, Washington or Hollywood and tells him how.

This is a great country. It wasn't built by New York, Washington or Hollywood. It was built by the man who wields the axe in the forest, the man who digs with a pick in a mine, the man who pulls the fish net from the ocean, the man who trudges behind the plow, and the many people who supply these men with the finished products of their labor.

It is this great multitude who are running this country by sending their representatives to the County Court House, to the State Legislatures, and even to Congress. It is this great mass of people here in the United States that should have the right to be heard over *their* radio broadcasting stations. It is not for a little handful of pretty voiced sensationalists, scandal mongers and know-it-alls in New York, Washington, and Hol-

(*Continued on page 35*)

Linda Cast, Sponsor Same 10 Years

Kroger Show Celebrates Anniversary With Medal to Star

WHEN a radio program completes ten years on the air, that's news. But when a program at the end of ten years still has its original cast *and* its original sponsor, that's a cause for celebration.

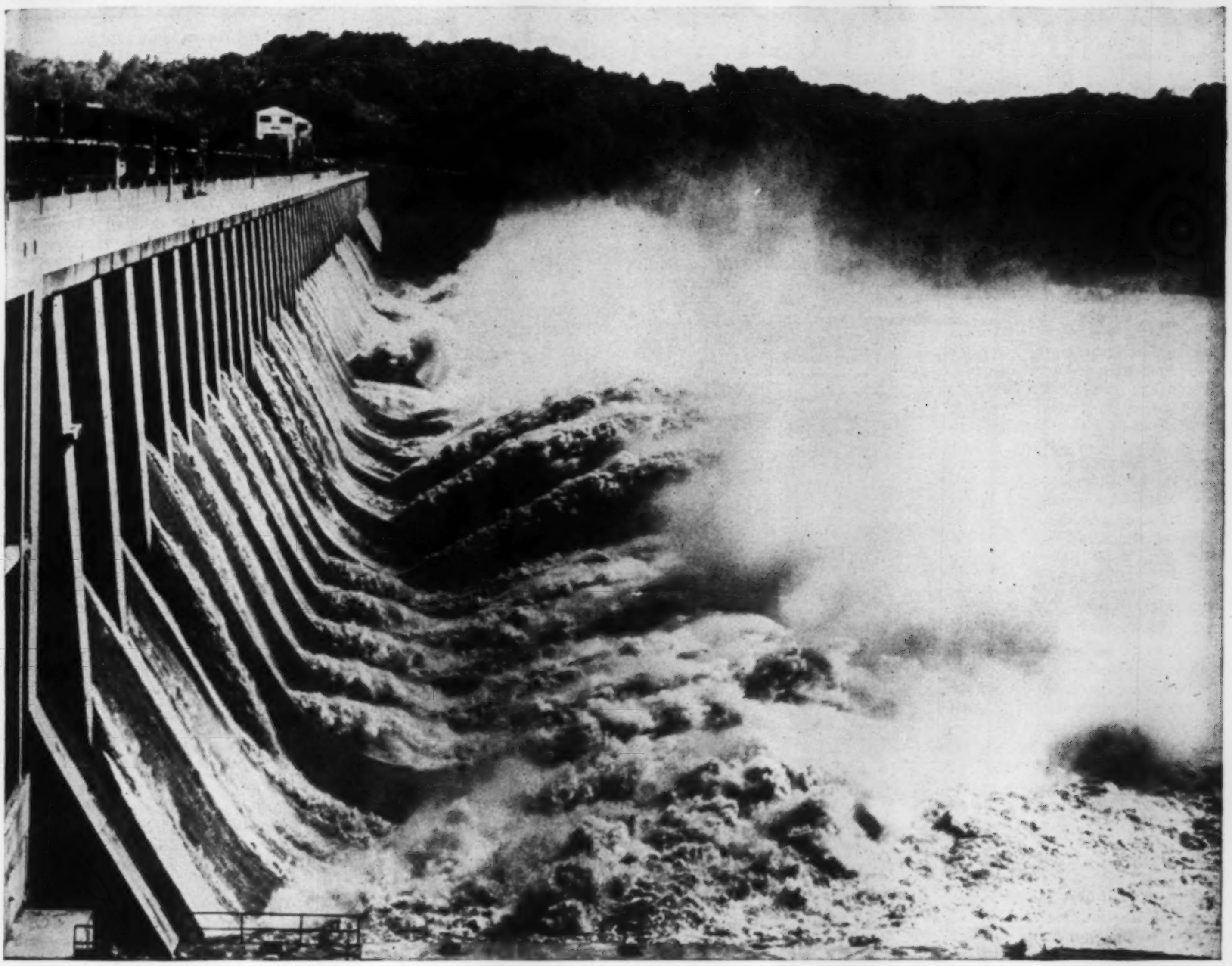
And that's why, on Feb. 1 the Sherry-Netherland Hotel in New York was scene of a dinner party given the cast of *Linda's First Love* by The Kroger Co., Cincinnati food producer which has sponsored the program through its entire decade, and Ralph H. Jones Co., Cincinnati agency for Kroger.

C. M. (Chip) Robertson Jr., president of the agency, presented to each of the program's principal players a gold medal bearing on its face bas relief portraits of themselves and on the obverse side a simulated recording disc, with the words "The 2600th consecutive broadcast for the Kroger Co., Feb. 1, 1947," in raised letters along the edge of the coin. Bronze copies of the medal were given to other guests at the party, including managers of a majority of the 27 stations now carrying the transcribed serial five days a week and a group of radio editors in addition to representatives of the client and agency and the talent and production personnel employed on the program.

List of station guests was headed by Stanley W. Barnett of WOOD Grand Rapids, one of the group of ten stations on which the program was first placed and first station to put it on the air because of a morning broadcast time schedule at WOOD earlier than on any other station. Other broadcasters attending the celebration were: E. H. Shomo, WBBM Chicago; Warren Jennings, WLW Cincinnati; Vernon H. Pribble, Hal Gallagher, WTAM Cleveland; W. I. Orr, WBNS Columbus; Owen Uridge, WJR Detroit; John A. England, KFPW Fort Smith, Ark.; Julian Haas, KARK Little Rock; Joe Eaton, WHAS Louisville; Joe Eggleston, WMC Memphis; Win-

(*Continued on page 70*)

CELEBRATING ten uninterrupted years of broadcasting of "Linda's First Love" for the same sponsor (The Kroger Co.), C. M. Robertson Jr., president of Ralph H. Jones Co., Kroger agency, presents Arlene Blackburn ("Linda") with a gold medal commemorating the occasion. Picture shows, left to right: Karl Swanson ("Danny"—Linda's first love), Miss Blackburn, Roger Forster, the program's announcer, Mr. Robertson, William Sanning, Kroger advertising manager.



Splash

A lot of water goes through those locks at Conowingo Dam. With only half of her fifty-two spillways open 450,000 cubic feet of water rush through every second, making that big splash you see here in the picture.

W-I-T-H, Baltimore's successful independent station, has a parallel to this story. Most time buyers know about it. They know their dollars will make a resounding splash in the local population pool through W-I-T-H.

For it is W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any of the four other stations in town.

W-I-T-H belongs on any list that wants to make sales.

W-I-T-H
AM and FM
Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

NAB-RMA to Push Set Sale Drive

Representatives of Two Groups Meet to Plan Joint Program

PLANS for a joint campaign on a national scale to push the radio-in-every-room campaign and boost broadcast tune-in were made at a meeting of NAB and Radio Manufacturers Assn. representatives in Washington, D. C., last Thursday. Details of the proposed program were discussed jointly by the Radio-in-Every-Room Subcommittee of the RMA's Advertising Committee and a special group representing the Promotion Subcommittee of the NAB's Sales Managers Executive Committee.

CAMPAIGN on a nationwide basis to increase the broadcast tune-in and equip every family with a radio for every room was drawn up Thursday at a joint meeting of committees representing NAB and Radio Manufacturers Assn.

Action was taken at a session of RMA's Radio-in-Every-Room Subcommittee of its Advertising Committee and a special NAB group representing the Promotion Subcommittee of the Sales Managers Executive Committee. Meeting was held at the Willard Hotel, Washington, with John S. Garceau, Farnsworth Television and Radio Corp., RMA Advertising Committee chairman, presiding. Directing NAB's participation was John M. Outler Jr., WSB Atlanta, Promotion Subcommittee chairman.

Long-Range Project

Cooperative action was undertaken by the two industry associations because of their common interest in stimulating listening, with RMA concerned over opportunity to sell more sets and NAB anxious to have more people listen more hours per day.

At the same time the two groups discussed preliminary plans for observance of National Radio Week next autumn. Selection of a date will be left to the NAB-RMA Liaison Committee, top-level group which holds its first meeting Feb. 13 at the Mayflower Hotel, Washington. This liaison body also will consider plans for the radio set campaign, with final approval of the project awaiting meeting of the RMA board Feb. 19 at the Stevens Hotel, Chicago. The board also is expected to appoint a merchandising agency to handle the set drive.

With $50,000 appropriated by the RMA, the set campaign is being undertaken as a long-range project, the Thursday meeting was told by Edward R. Taylor, Zenith Radio Corp., chairman of the RMA set drive subcommittee, which has drawn up a promotion program. He pointed out that nearly 60% of families own only one radio and one out of three have two radios.

Varied Tastes

He explained how different members of a family often want to listen to several different programs at the same time and offered data covering a study of types of sets found in different rooms in the home. With the country more home-conscious than ever before, Mr. Taylor said, the time is ripe for a radio-in-every-room campaign.

With set output today at a rate of more than 20,000,000 sets a year, he pointed to the need of creating additional markets and noted that 20,000,000 existing receivers in American homes need replacing. Much of this replacement market is being taken care of by present production, he reminded.

Speakers' Bureau Proposed

Cooperation has been promised in the campaign by a number of leading home magazines, along with the National Assn. of Music Merchants, National Retail Dry Goods Assn., National Electrical Dealers Assn. and American Institute of Decorators. In addition, the 30,000 set dealers will take part in the campaign.

Among ideas discussed for the long-range campaign are a "kick-off" press party with interested associations participating. A speakers' bureau has been proposed, along with a public relations program, department store tie-ins and support by individual home furnishing advertisers.

Mr. Taylor reminded that manufacturers soon will face a buyers market, if it is not already here, and called for creation of new markets by all industries and associations concerned. New phases of broadcasting such as FM and television will receive full attention in the campaign, he said.

On behalf of the NAB Mr. Outler promised cooperation by broadcasters to increase the tune-in and promote interest in receiving sets. NAB's job will be to get all stations behind the campaign with announcements, special programs, promotion activities and other measures. He suggested that Mr. Taylor outline the whole campaign at NAB area and district meetings, which resume late this month.

Late October Favored

Dates for observance of National Radio Week were discussed by the joint group, with sentiment favoring late October when NAB's convention will be out of the way and daylight saving time over for the year. NAB is expected to participate on a much more extensive basis this year, and joint preparation wll be started several months in advance to enroll participation of radio dealers, stations and affiliated agencies.

Representing NAB in the all-day meeting Thursday, besides Mr. Outler, were Hugh Higgins, assistant director of broadcast advertising, and Arthur C. Stringer, director of special services.

For RMA, besides Messrs. Garceau and Taylor, were these members of the Advertising Committee: Guy C. Cyr, Noblitt-Sparks Industries; E. L. Hadley, Bendix Radio Division; Victor A. Irvine, Galvin Mfg. Corp.; W. B. McGill, Westinghouse Radio Stations; L. B. Pambrun, Stewart-Warner Corp.; David Cathcart, RCA Victor Division; S. D. Mahan, Crosley Corp.; L. E. Pettit, General Electric Co. Also taking part for RMA were Bond Geddes, executive vice president and general manager, and James C. Secrest, director of publications.

Symphony Sponsor Explains Why

Tells Reasons He Vies With Highly-Rated Network Shows

By HENRY H. REICHHOLD
President, Reichhold Chemicals Inc.

HENRY H. REICHHOLD, chemical tycoon, symphony orchestra sponsor, publisher of "Musical Digest" and chairman of the board of Vox Recording Co., is accustomed to engaging in enterprises that pay off. Some wondered, therefore, why he recently bought an hour on ABC to broadcast classical music opposite NBC's Hooper darlings, Charlie McCarthy and Fred Allen. Last week, unconcerned about his program's modest Hooperating of 2.3, Mr. Reichhold, who is president of Reichhold Chemicals Inc., explained his reasons for sponsoring the Detroit Symphony Orchestra (which he heads) on ABC Sundays 8-9 p. m. He wrote the accompanying article for BROADCASTING to explain his stand.

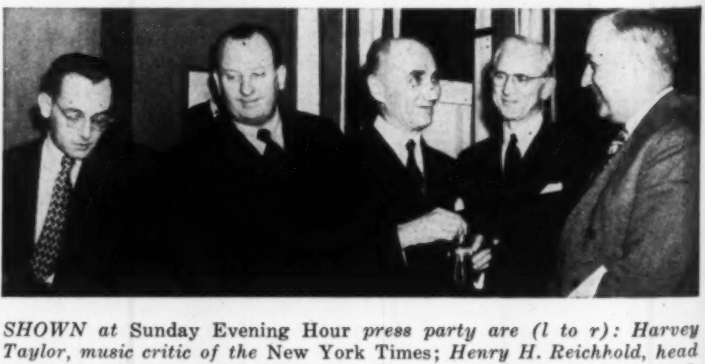
WHEN I first discussed details of the *Sunday Evening Hour* with my agency, Kenyon & Eckhardt, there was some talk about the dynamite-packed Sunday evening lineup on NBC, directly competing with our proposed symphony program. Hooperatings were reviewed for that period—a procedure which left no doubt that in ordinary radio it was the better part of valor to leave that hour in its lonely sustaining glory. However, ratings as such do not bother me at all. If that's heresy, coming from a sponsor, make the most of it.

Further research revealed that several million listeners would listen to a symphony program at that time. These listeners, a minority in radio, but a sizable market anywhere in the world, obviously liked symphonic music to the exclusion of almost any other form of radio entertainment. They were the listeners who go to concerts, support symphony orchestras and buy musical merchandise. These listeners were our potential subscribers for *Musical Digest*, a "town and country" type magazine selling at the luxurious price of 50 cents a copy.

Aiming at this audience allowed us to practice several rather unconventional commercial treatments on the program. First of all, I have always shied away from extraneous talks during my musical programs. All the conversation—what there is of it—should be about musical subjects. Hence our decision to omit intermission commentaries.

Additionally, it was decided to play standard qualified classical works without cutting for time and making other adjustments usually obligatory for radio programs. This meant the programming of one major and at most two minor compositions on each broadcast. We were determined not to let anything spoil the beauty of the performance given by Dr. Karl Krue-

(*Continued on page 71*)



SHOWN at Sunday Evening Hour *press party are (l to r): Harvey Taylor, music critic of the* New York Times; *Henry H. Reichhold, head of the Detroit Symphony Orchestra; Dr. Karl Krueger, conductor; J. Lee Barrett, executive secretary Detroit Tourists and Convention Bureau; Harvey Campbell, secretary of Detroit Board of Commerce.*

Keep the sparkle in your programs...

with the New Collins 20T 1 kw AM transmitter

Let the brilliant overtones of high fidelity flow through circuits engineered *for* high fidelity. The 20T development, a new postwar success, reveals in each detail the quality of its design.

Dual oscillators. Two temperature-controlled oscillators, adjusted to your operating frequency, are self-contained in the 20T. A selector switch enables you to place the spare unit in operation when you remove the other for maintenance.

Two cabinets. Past practice has been to crowd a kilowatt transmitter into a single cabinet. The Collins 20T gives you two cabinets, with lots of room, genuine accessibility, ample ventilation, and impressive appearance.

Program protection *and* circuit protection. In addition to magnetic circuit breakers and two-shot d-c overload relays, the 20T has high voltage capacitor fusing. Should a capacitor fail, the fuse opens the circuit and a spring bar shorts the capacitor terminals. The transmitter stays on the air and the faulty capacitor is indicated.

Filament voltage regulator. For longer tube life and low noise and distortion levels, the 20T tube filaments have a constant voltage supply.

Attractive styling. The cabinets are attractively styled in three-tone gray. Their modern, distinctive appearance, simplicity of design, and pleasing color harmony will give many years of eye appeal and satisfaction.

Eye level metering—centralized controls—motor driven tuning elements—forced air cooling—high safety factors—30-10,000 cps audio response ± 1.0 db—3% audio distortion—minus 65 db noise level.

Only the Collins 20T gives you all these desirable and important features. Deliveries will begin early this year. We suggest you write for detailed specifications, study them, compare them, and then place your order for early delivery. Let us supply your entire equipment needs. You'll have an integrated system that will keep the sparkle in your programs and put a sparkle in your station.

FOR BROADCAST QUALITY, IT'S... COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St., New York 18, N. Y.

458 S. Spring St., Los Angeles 13, Calif.

KFXD Boosts Its Power, Moves to 580 kc Channel

KFXD, Intermountain Network outlet at Boise-Nampa, Ida., formerly heard at 1230 kc with 250 w, began operation Jan. 27 with 1 kw day and night on 580 kc. Simultaneously KFXD launched its FM affiliate, KFXD-FM, on Channel 267 (101.3 mc) with 2500 w. The occasion was marked by a *Salute to KFXD* broadcast from Salt Lake City over the 15-station Intermountain system.

KFXD's new transmitter is located three miles south of Meridian, Ida., midway between Boise and Nampa. Owners of KFXD are Frank Hurt and his son, Ed. The latter, who serves as chief engineer, was injured seriously during erection of one of the station's new 327-ft. antenna towers, but is reported to be recovering rapidly.

KGBC, Galveston Daytime Outlet, Launched Feb. 1

KGBC Galveston went on the air Feb. 1 as a 1-kw daytime outlet on 1540 kc. Station is owned by James W. Bradner Jr., doing business as the Galveston Broadcasting Co.

Equipment includes a Raytheon transmitter and a 200-ft. guyed wind turbine tower. Speech input equipment was secured from Graybar Electric Co. including International Electronic desk with QRK turntables, a Western Electric console and a Presto recorder.

Jerry Fisher, formerly of KVIC Victoria, Tex., is manager of KGBC. Other staff members include: Dean Turner, formerly with the Texas Quality Network and more recently with WHHM Memphis, program director; Orland O. Dodson, news editor; Jesse Sims, chief engineer.

Firm in Lancaster, S. C. Is Awarded FM License

LICENSE to operate an FM station (with 3 kw transmitter and an 8-bay antenna, providing effective radiated power of 12.5 kw) has been granted to the Lancaster Broadcasting Co., Lancaster, S. C., it was announced last week.

All stock of Lancaster Broadcasting is owned by Springs Foundation, a charitable corporation, most of whose funds are derived from contributions from the Springs Cotton Mills and Col. Elliott Springs. Springs Cotton Mills operate seven mills in Lancaster, Chester, Kershaw and Fort Mill, S. C., and employ 10,000 persons.

Lancaster Broadcasting has announced that it is prepared to undertake the purchase and distribution of a minimum of 4,000 FM receiving sets, and it is initiating steps to obtain that many sets.

Lemon Is Director

LUTHER LEMON, treasurer of J. Walter Thompson Co., New York, with the firm since 1924, has been elected a director.

WAYS officers (l to r) include Mr. Whitmire, Mr. Thoms, Mr. Dowdy, Mr. Doughton.

WAYS BOOSTS POWER, PLANS FM OPERATION

Mr. Goan

WAYS Charlotte, N. C., celebrating its fifth anniversary last week, announced that it had increased its daytime operating power from 1 kw to 5 kw, with the frequency remaining at 610 kc. Station will continue to use 1 kw at night.

Simultaneously Walter H. Goan, WAYS general manager, announced that the Inter-City Advertising Co., which owns WAYS and WKIX Columbia, S. C., immediately would start construction of an FM outlet for WAYS. The FCC on Jan. 31 granted to WAYS a construction permit authorizing FM operation with 20 kw on 102.9 mc.

In connection with the daytime AM operation of WAYS with increased power, the station announced that it has purchased a new transmitter, a Collins 21-A model. The transmitter is located in an 87-acre tract owned by WAYS in the Oakboro section eight miles from Charlotte.

For the FM operation, which will be on a six-hours-a-day basis duplicating AM programs, WAYS will build a new 435-ft. tower on this tract. Cost of construction is estimated at $75,000, Mr. Goan said.

President of Inter-City Advertising Co. is George W. Dowdy. Other officers are: B. T. Whitmire, vice president; H. H. Thoms, secretary; J. H. Doughton, treasurer.

Transmitter Work Begun For New Waterloo Outlet

WATERLOO Broadcasting Co., which received a grant recently to operate an AM station with 1 kw on 1090 kc at Waterloo, Iowa [BROADCASTING, Dec. 2, 1946], has started construction of its transmitter building, C. R. Miller, president of the firm, announces. Call letters of the station will be KAYX.

Plans call for a concrete block house with an insulated concrete roof. Transmitter and studio equipment will be supplied by Raytheon, and a Wincharger tower will be erected.

KAYX contemplates a tie-in with the Iowa Tall Corn Network and will use the UP wire service, Mr. Miller states.

Gets CPA Permit

PERMIT to construct a $10,000 building has been granted B. Loring Schmidt, Salem, Ore., by the Facilities Review Committee, Civilian Production Administration. Mr. Schmidt's appeal from a local board's denial was granted on the ground that the application was "unusually meritorious for a small commercial project reasonably essential to the community and the applicant is a veteran of World War II who is to own and operate the business." Mr. Schmidt in late November was granted a CP for a 250 w AM station on 1490 kc in Salem.

WESC TO START SOON AT GREENVILLE, S. C.

WESC, owned by the Greenville Broadcasting Co., is planning to begin operations early in March, as a 5 kw clear channel daytime independent on 660 kc, the station management has announced. Most of the staff selections already have been made.

Caldwell Cline, formerly with WBBM Chicago as night production supervisor, has been named program director. Ken Keese former program director for WATL Atlanta, will be musical director and organist, and his wife, Jackie Keese, formerly on the staff of WMAL Washington, will handle traffic. Promotion will be in charge of Harman I. Moseley, formerly promotion director of WWNC Asheville. Arthur Roberts, who has free-lanced on the West Coast for several years, will handle news. His wife, Helen Roberts, who has been handling the General Mills radio shows on the Coast for Knox-Reeves, will be copy chief. The chief engineer will be Lewis Elias.

Heading the entire organization is Scott Russell, formerly president of Bibb Manufacturing Co., one of the South's largest textile manufacturers, and former counsel for the Senate Committee on Postwar Economic Policy and Planning. Stockholders in Greenville Broadcasting Co., in addition to Mr. Russell, are Fred Symmes and Sidney Bruce, both prominent industrialists. Attorney for the company is Neville Miller.

Equipment for WESC was selected by Joe Chambers, the station's consulting engineer. A 5 kw Raytheon transmitter will be used.

The WESC management has announced that a number of stations are planning "salute" programs for WESC. These stations include: WGN Chicago; WAIM Anderson, S. C.; WOLS Florence, S. C.; WCSC Charleston, S. C.; WBT Charlotte; KRLD Dallas; WFAA-KGKO Dallas; WCCO Minneapolis; WTMA Charleston, KMOX St. Louis; WSM Nashville; WLW Cincinnati; WPTF Raleigh; WJR Detroit; WSB Atlanta; WCKY Cincinnati; WHO Des Moines; WCRS Greenwood, S. C.; WCOS Columbia, S. C.; KDKA Pittsburgh; KFAR Fairbanks, Alaska.

KOMA OKLAHOMA CITY NOW A 50 KW OUTLET

KOMA Oklahoma City has joined the ranks of the nation's 50 kw stations, and Kenyon Brown, KOMA's general manager, heralds the event as a major step in the CBS affiliate's $300,000 expansion program.

In preparation for its switch to increased power KOMA built a new transmitter plant on a 140-acre plot ten miles south of Oklahoma's capital city at Moore, Okla. The modern building houses the 50 kw Western Electric transmitter, and additional floor space has been provided for the station's FM transmitter.

M. W. Thomas, KOMA's chief engineer, directed the installation work, assisted by engineers George Berry and Harry Edwards. The new KOMA plant is described in an article in the January issue of the engineering publication, *Oscillator*.

The new 50 kw station began operation as KFJF on Sept. 7, 1923, when it went on the air with 20 w power. There have been several changes of ownership, and the station has occupied four different dial positions. Hearst Radio acquired KOMA in 1936, and three years later the FCC approved Hearst's sale of the station to the late J. T. Griffin. In 1946 KOMA won the top award in national competition for outstanding local public service.

Since last summer KOMA has originated *Oklahoma Roundup*, 8:15-9 a.m. daily, for the entire CBS network. The station is connected in management with another CBS affiliate, KTUL Tulsa. KOMA's frequency under its increased power remains at 1520 kc.

Cella, Turner Retire

J. B. CELLA and BURTON B. TURNER have announced their retirement from the California Vineyards Assn. and the Roma Wine Co. Brig. Gen. J. K. Herbert has been named head of the firm. Mr. Cella, founder of Roma, is retiring as vice president and director of Schenley Distillers Corp. and as chairman of the board of the California Vineyards Assn.

For the Third Straight Year

KMLB HAS MORE LISTENERS IN MONROE AND NORTHEASTERN LOUISIANA THAN ALL OTHER STATIONS COMBINED!

Year in year out, every authenticated listening survey conclusively proves that KMLB has more listeners in Monroe and Northeastern Louisiana than any other station. In fact, KMLB has more listeners in this area than all other stations combined.

To reach the rich Monroe trading area, which has an annual buying power of $103,629,000, KMLB is your time-tested advertising medium.

1944 CONLAN SURVEY

	Morning Periods	Afternoon Periods	Evening Periods	Entire Survey
Basic Calls	2,085	3,294	2,428	7,807
Listening homes	422	663	809	1,894
Percent of Potential Audience	20.2%	20.1%	33.3%	24.3%
Distribution of listening homes among stations:				
KMLB	73.7%	63.3%	53.0%	61.2%
Station A	13.0	19.9	15.8	16.6
Station B	12.8	15.2	23.3	18.1
Other	5	1.6	7.9	4.1

Monroe, Louisiana November 3 through 9, 1944

Survey Periods: Monday through Saturday 8:00 A.M. to 10:00 P.M.; Sunday 4:00 P.M. to 10:00 P.M.

1945 CONLAN SURVEY

	Morning Periods	Afternoon Periods	Evening Periods	Entire Survey
Basic Calls	2,076	3,628	2,670	8,374
Listening homes	548	869	749	2,166
Percent of Potential Audience	26.4%	24.0%	28.1%	25.9%
Distribution of listening homes among stations:				
KMLB	71.0%	64.6%	55.4%	63.1%
Station A	15.2	21.8	13.9	17.4
Station B	13.3	12.1	25.1	16.9
Other	.5	1.5	5.6	2.6

Monroe, Louisiana November 4 through 10, 1945

Survey Periods: Monday through Saturday 8:00 A.M. to 10:30 P.M.; Sunday 12:00 noon to 10:00 P.M.

1946 CONLAN SURVEY

	Morning Periods	Afternoon Periods	Evening Periods	Entire Survey
Basic Calls	1,949	3,559	2,690	8,198
Listening Homes	348	684	931	1,963
Percent of Potential Audience	17.9%	19.2%	34.6%	23.9%
Distribution of listening homes among stations:				
KMLB	73.3%	66.1%	56.4%	62.8%
Station A	20.7%	26.3%	23.8%	24.1%
Station B	4.6%	5.3%	15.3%	9.9%
Other	1.4%	2.3%	4.5%	3.2%

Monroe, Louisiana November 24 through 30, 1946

Survey Periods: Monday through Saturday 8:00 A.M. to 10:30 P.M.; Sunday 12:00 noon to 10:00 P.M.

5000 WATTS DAY . . . 1000 WATTS NIGHTS

KMLB

MONROE, LOUISIANA

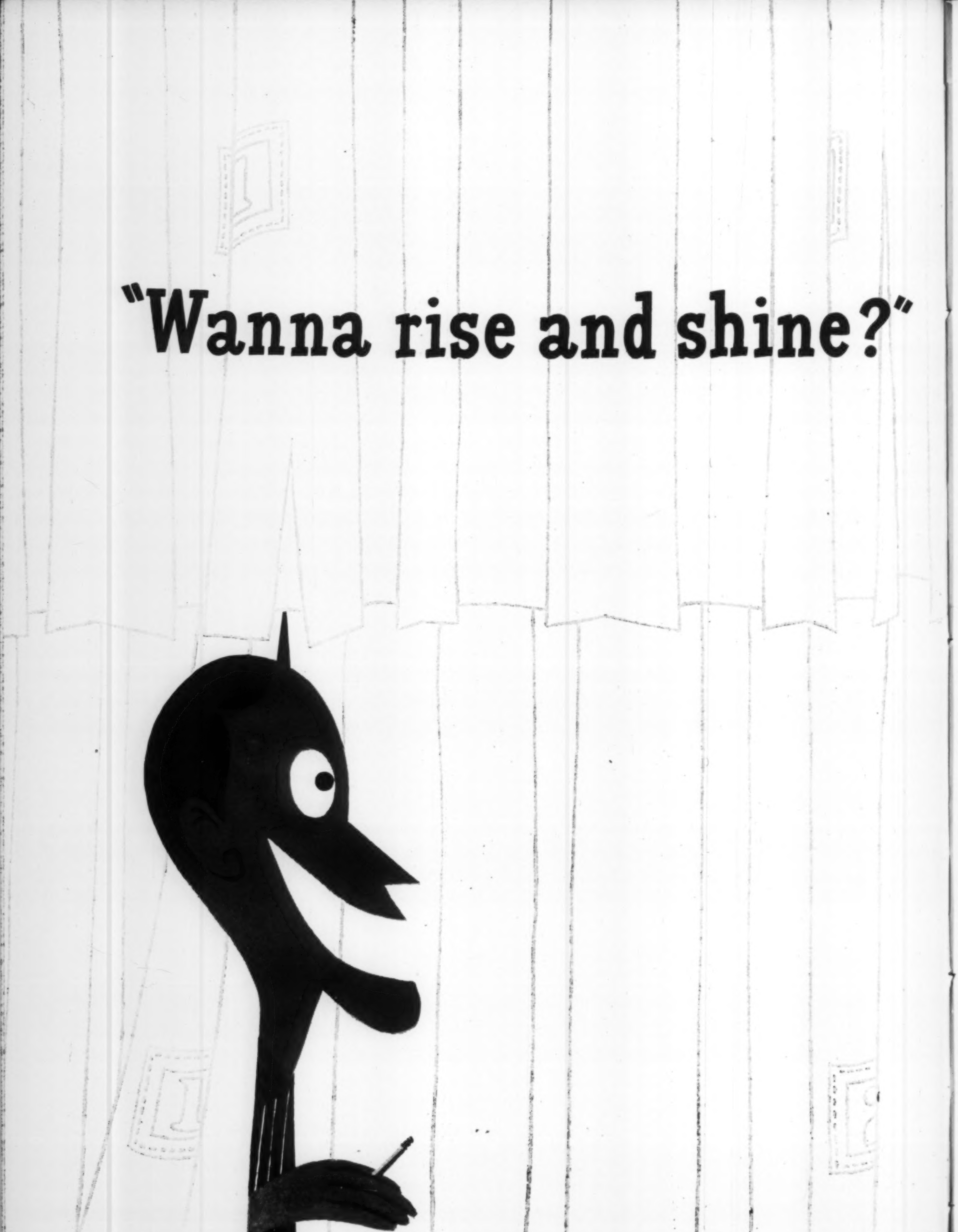
REPRESENTED BY

TAYLOR-HOWE-SNOWDEN *Radio Sales*

AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

J. C. LINER, JR., Mgr.

"Wanna rise and shine?"



What do you mean, "rise and shine"?

Make your client's Northwest sales rise...

And...?

...*You'll* shine.

Suits me. How?

By sponsoring a news program over 50,000-watt WCCO, Minneapolis-St. Paul.

You sound positive.

I am. And no wonder. Both C. E. Hooper and the CBS-WCCO Listener Diary give WCCO's news programs the highest ratings in the Northwest.

How come?

For one thing, outstanding personalities do the reporting. WCCO favorites like Cedric Adams, George Johnson, Frank Butler, Ed Viehman and George Grim.

Anything else?

The WCCO News Department. It's outstanding—not for size alone, but also for its skilled personnel. News Director Sig Mickelson co-ordinates all news activity, while reporters Backlund, Andrist, Sarjeant, Fransen and Cowell sift fact from rumor... do a real coverage job on local events...and prepare sharply-etched summaries of the day's news.

Any availabilities?

Yes! The 11:00-11:05 p.m. WCCO Newscast and The Northwest News Parade (10:05-10:30 a.m. Sunday) are available now. The 3:25-3:30 p.m. and the 5:30-5:45 p.m. News will be available soon.

So?

It's first come first served. If you want to rise and shine in the Northwest, better get in touch with us or Radio Sales—*today!*

WCCO

MINNEAPOLIS-ST. PAUL

COLUMBIA OWNED · 50,000 WATTS · 830 KC

Represented by Radio Sales
The SPOT Broadcasting Division of CBS
with offices in New York, Chicago, Detroit,
Los Angeles, San Francisco, Atlanta.

BMB

(Continued from page 13)

question "Is BMB giving you what you paid for?") by city size is shown in the following table.

TABLE III

	% of BMB subscribers answering:			
City Size	Yes	No	Don't Know	No Ans.
500,000 & over	50%	20%	30%	0%
100,000-500,000	70	8	19	3
25,000-100,000	59	13	28	0
10,000-25,000	60	16	19	5
Under 10,000	53	20	27	0
Total U. S.	61%	14%	23%	2%

CBS affiliates are more satisfied that BMB gives them what they paid for than affiliates of other networks, 74% responding "yes" and only 4% "no." Although NBC affiliates registered the second highest approval, they were most numerous in disapproval—22% said BMB did not deliver what was paid for. Only 43% of the independent stations felt they got what they paid for. The same number said they did not know. Details (on the question "Is BMB giving you what you paid for?") by network affiliation are shown in the following table.

TABLE IV

	% of BMB subscribers answering:			
Network Affiliation	Yes	No	Don't Know	No Ans.
CBS	74%	4%	18%	4%
NBC	67	22	11	0
MBS	65	14	19	2
ABC	57	13	28	2
No affiliation	43	14	43	0
Total U. S.	61%	14%	23%	2%

Larger (higher rate) stations were more satisfied with BMB, as a group, than smaller stations. The smaller (lower rate) stations (on the question "Is BMB giving you what you paid for?") are most undecided about BMB and the medium sized stations are the least undecided. These figures will be found in the following table.

TABLE V

	% of BMB subscribers answering:			
Class A One time-1-hour rate	Yes	No	Don't Know	No Ans.
Less than $100	56%	13%	28%	3%
$100-199	65	20	15	0
$200 & over	66	6	25	3
Total U. S.	61%	14%	23%	2%

Station managers who said BMB did *not* give them what they paid for were asked:

"In what way is BMB not fulfilling its commitments?"

Their free answers covered a wide range of opinions. Typical criticisms are:

"When we were sold on this plan, we were told that the BMB survey was just what the advertisers wanted. After we were sold, we were told that BMB was fine, but it wouldn't be enough—we would still need Hoopers or something with which to supplement BMB. At the beginning BMB was to be sufficient."

"Even if the findings are sound, they will be out-of-date by the time we can use them."

"Distorts high power and top name network program affiliates."

"Is not laying a foundation for standardization of uses, so that some use may be made of the reports now that they have been compiled."

"I am a bit confused—am disappointed, but cannot state precisely why. I do think it is a beginning in the right direction."

"In not determining upon an accepted standard of primary measurement and thus failing to achieve uniform use and acceptance."

"The sample by BMB is too small to be at all conclusive."

"Advertisers are very skeptical of BMB reports."

"We were led to believe that we would get a much more comprehensive picture of our coverage than we did get."

"The coverage is entirely too great—method of computing no good."

"Entire presentation of BMB is foggy—stations have not been educated as to use."

Because reactions to BMB are being influenced by the uses broadcasters are now making or plan to make of its data, the panel was asked:

"In what ways have you used or do you plan to use BMB data?"

TABLE VI*

	% of all BMB subscribers
Selling time nationally	65%
Selling time locally	52
Guidance for audience promotion	46
Guidance for merchandising activities	27
Rate adjustments or justifications	10
Develop own information on program activities	3
All other	4
No use (or none planned)	14
Don't know	5
No answer	3

Subscribers look to BMB primarily as a selling tool. BMB's use in national time sales (65%) looms larger than in local sales (52%). Next is the use of BMB data in steering audience promotion (46%). BMB as a guide for merchandising activities is fourth in rank order, but many fewer stations use it (or plan to) for this purpose (27%) than for selling time or audience promotion. Ten percent see BMB as a gauge for rate adjustments. Significant are the 14% who report no present or contemplated use for their BMB reports.

The uses which stations of various types plan to make of BMB are shown in the following table:

TABLE VII*

Percent of BMB subscribers indicating use of BMB data for:

	Selling time Nationally	Selling time Locally	Guidance for Audience Promotion	Guidance for Merchandising Activities	Rate adjustments or justifications
	%	%	%	%	%
Total	65	52	46	27	10
Geographic Area—					
Pacific & Mountain	63	57	60	33	17
West Central	63	45	52	31	8
East Central	66	52	33	26	4
Middle Atlantic & New England	64	48	36	16	4
South Atlantic	67	61	45	24	15
City Size—					
500,000 & over	50	50	30	20	10
100,000-500,000	68	49	43	27	11
25,000-100,000	63	39	46	26	6
10,000-25,000	65	65	46	30	14
Under 10,000	73	80	67	27	13
Network Affiliation—					
ABC	59	44	41	22	9
CBS	78	55	67	44	30
MBS	67	68	51	31	8
NBC	70	44	41	19	4
No affiliation	43	50	36	21	0
Class A one-time-one-hour rate—					
Less than $100	63	56	45	23	12
$100-199	67	50	43	33	4
$200 and over	65	47	53	28	13

The use of BMB data in national time sales ranks first among virtually all stations, regardless of area, city size, network or rate structure. Exceptions are stations in cities under 10,000; MBS affiliates; and unaffiliated stations where BMB's greatest value is for local time selling. Stations in the 500,000 (and over) population group, and those in the 10,000-25,000 class look to BMB for as much assistance in local time sales as in national selling. To most other stations, the importance of BMB in local sales runs a close second to its value in the national field.

In the opinion of some station managers (in the Western areas, large and medium sized cities, among CBS affiliates, and high rate stations) the use of BMB data as a guide to audience promotion takes precedence over its value in local selling. Throughout, this use of BMB data ranks very high in the minds of station managers of every description.

Although a significant number of stations in every catagory value BMB for solving problems of merchandising, this use of BMB data consistently ranks behind its use in times sales and as a guide in audience promotion. In evaluating this use of BMB data, it should be borne in mind that the figures relate to all subscribers. Many probably have not engaged in audience promotion and have no plans to do so. Consequently the relative value of this use is probably greater than the figures indicate, when the replies are taken against only those stations to whom this activity has been and continues to be important.

Rate adjustments and justifications rank last throughout among the major uses of BMB data. Numerous among those who have used (or plan to use) BMB data in this way are the CBS affiliates.

Part II of the BMB survey will be published in the February 24 issue of BROADCASTING. It will report the answers to these questions: *"What kind of coverage information were you using prior to BMB?"* and *"Is the BMB report for your station consistent with (1) other coverage data you have and (2) with your own opinion of your station's actual performance?"*

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* Percentages add to more than 100.0% because some respondents indicated more than one use.

NEGOTIATIONS for a 52-week contract on KMLB Monroe, La., for Admiration Coffee and Crustene Shortening are completed in Houston by (l to r) J. C. Liner Jr. general manager of KMLB, John Paul Goodwin, president of Steele Advertising Agency, Houston, and Clyde Melville, manager of the Dallas office of Taylor-Howe-Snowden.

Walter Biddick

WALTER WILLIAM BIDDICK, 57, owner of the Walter Biddick Co., Los Angeles, station representatives and radio advertising agency, died in his San Gabriel home on Feb. 3. He had been ill for several weeks. A pioneer in Southern California radio and advertising, Mr. Biddick at one time was Los Angeles representative of Free & Peters Inc. One of the first brokers of transcribed programs in Los Angeles, he also produced several for various clients. Besides his widow, Mildred, he is survived by his parents, Mr. and Mrs. William J. Biddick; two sisters, Mrs. George E. Link and Mrs. Curtis Bruce; and a brother, Guy M. Biddick.

BMB* reports on the station audience

of one of America's great network keys

WOR

in New York

★BROADCAST MEASUREMENT BUREAU.

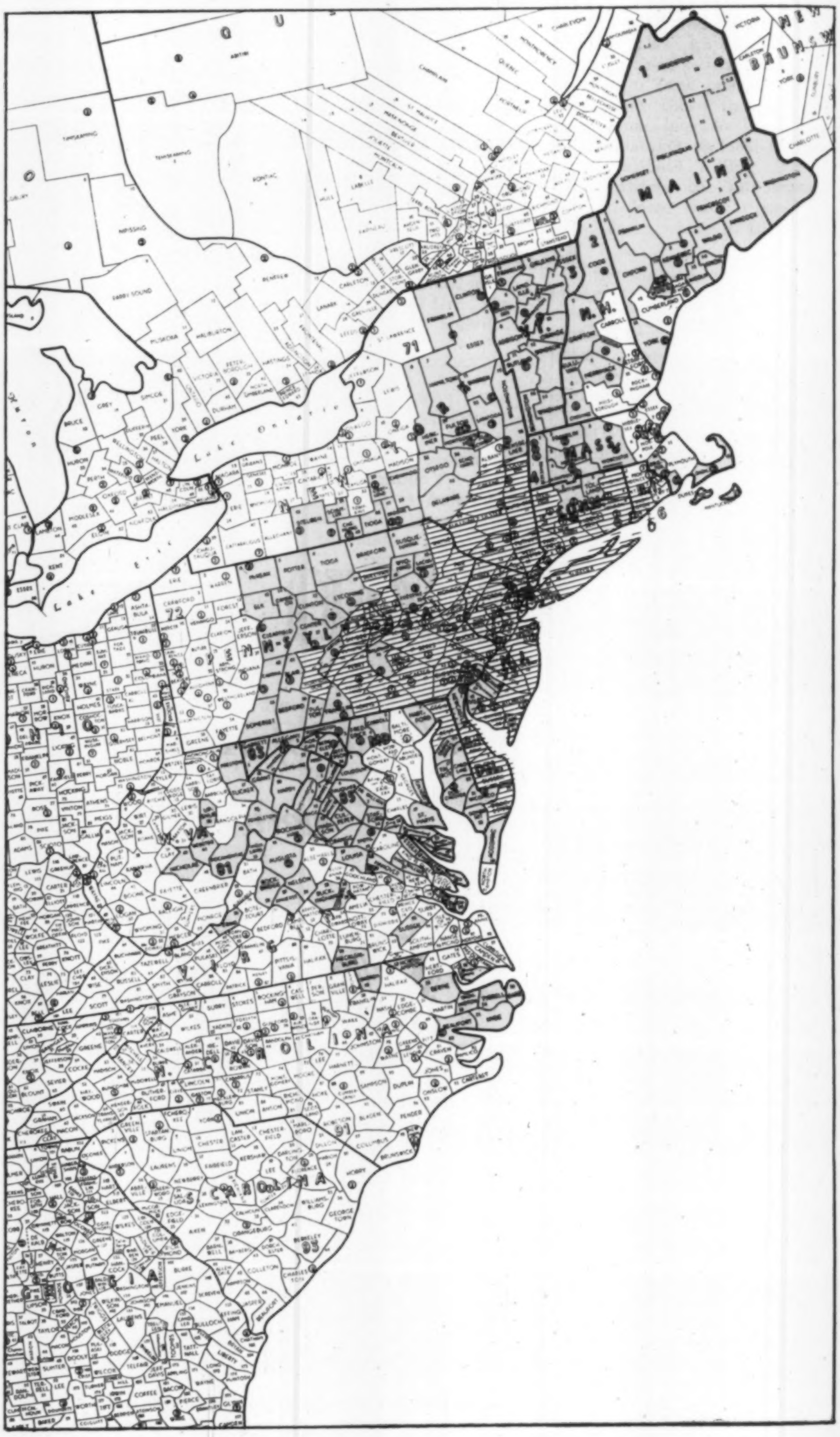
a non-profit cooperative formed by the AAAA's, ANA and NAB to measure radio station and network audiences on a uniform basis.

This Map shows the total extent of WOR's BMB Station Audience areas without differentiating between the intensity of penetration in individual Counties.★

The Table on last page shows the importance of these differences by means of 10% ranges of County Audience Levels.

The Table below shows a condensed summary of County Audience Levels by 4 groupings.

★ OFFICIAL BMB REPRINTS OF THE WOR STATION AUDIENCE REPORT GIVING COMPLETE COUNTY AND CITY DETAIL ARE AVAILABLE ON REQUEST.



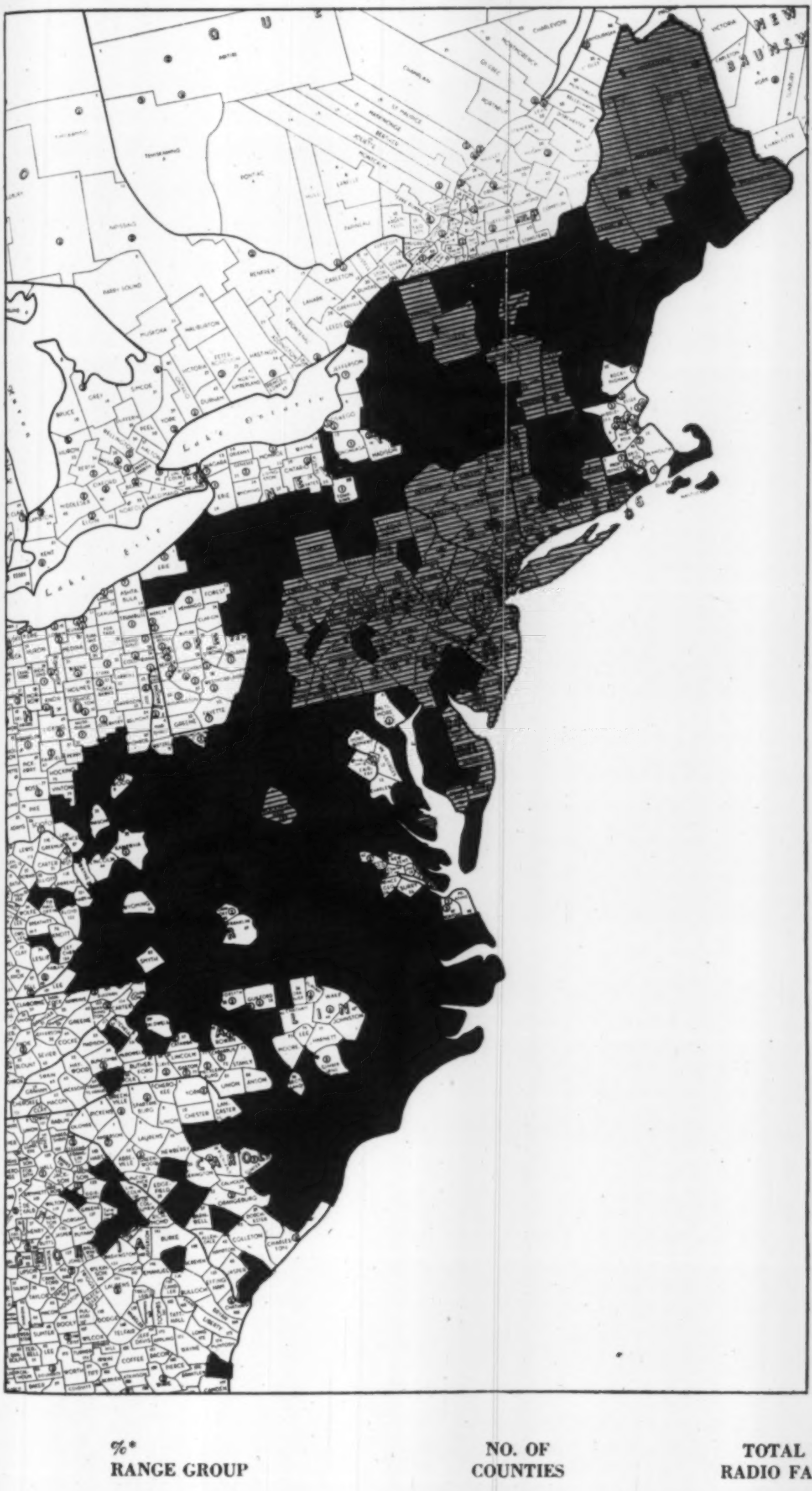
CROSSLINES INDICATE COUNTIES WITH AN INTENSITY OF PENETRATION OF 50% OR MORE.

This reproduction of the daytime Station audience map audited by BMB and impressed with its official seal, indicates all counties in which 10% or more of the radio families listen to WOR in the daytime (before dark) at least once a week

DAYTIME

%* RANGE GROUP	NO. OF COUNTIES	TOTAL BMB RADIO FAMILIES	WOR BMB STATION AUDIENCE RADIO FAMILIES
75% or More	18	973,070	770,140
50% or More	70	4,541,270	3,014,650
25% or More	135	5,445,280	3,339,650
10% or More	244	7,275,320	3,671,440

**Percent of total radio families which report listening to WOR at least once a week in the daytime.*



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CROSSLINES INDICATE COUNTIES WITH AN INTENSITY OF PENETRATION OF 50% OR MORE.

This reproduction of the nighttime Station audience map audited by BMB and impressed with its official seal, indicates all counties in which 10% or more of the radio families listen to WOR in the nighttime (after dark) at least once a week

NIGHT TIME

%* RANGE GROUP	NO. OF COUNTIES	TOTAL BMB RADIO FAMILIES	WOR BMB STATION AUDIENCE RADIO FAMILIES
75% or More	45	2,933,270	2,445,930
50% or More	99	4,873,290	3,777,990
25% or More	234	6,908,510	4,455,840
10% or More	430	8,548,620	4,713,070

**Percent of total radio families which report listening to WOR at least once a week in the nighttime.*

WOR BMB DATA

by 10% ranges of counties—separately and cumulative

DAYTIME *(Before dark)* Range—All Counties: 10%-89%

By Separate Percent-Range Groups				*By Cumulative Percent-Range Groups*			
%* Range Group	No. of Counties	Total BMB Radio Families	WOR BMB Station Audience Radio Families	%* Range Group	No. of Counties	Total BMB Radio Families	WOR BMB Station Audience Radio Families
80-89%	9	268,570	224,610	80-89%	9	268,570	224,610
70-79	17	1,539,610	1,141,450	70-89	26	1,808,180	1,366,060
60-69	28	1,120,260	740,580	60-89	54	2,928,440	2,106,640
50-59	16	1,612,830	908,010	50-89	70	4,541,270	3,014,650
40-49	18	312,130	135,900	40-89	88	4,853,400	3,150,550
30-39	29	467,680	155,770	30-89	117	5,321,080	3,306,320
20-29	52	604,250	137,760	20-89	169	5,925,330	3,444,080
10-19	75	1,349,990	227,360	10-89	244	7,275,320	3.671,440
Totals	244	7,275,320	3,671,440				

**Percent of total radio families which report listening to WOR at least once a week*

NIGHT TIME *(After dark)* Range—All Counties: 10%-95%

By Separate Percent-Range Groups				*By Cumulative Percent-Range Groups*			
%* Range Group	No. of Counties	Total BMB Radio Families	WOR BMB Station Audience Radio Families	%* Range Group	No. of Counties	Total BMB Radio Families	WOR BMB Station Audience Radio Families
90-95%	5	241,190	220,600	90-95%	5	241,190	220,600
80-89	22	1,799,210	1,529,140	80-95	27	2,040,400	1,749,740
70-79	30	2,098,670	1,584,920	70-95	57	4,139,070	3,334,660
60-69	21	394,650	258,370	60-95	78	4,533,720	3,593,030
50-59	21	339,570	184,960	50-95	99	4,873,290	3,777,990
40-49	36	400,200	182,190	40-95	135	5,273,490	3,960,180
30-39	57	558,600	197,860	30-95	192	5,832,090	4,158,040
20-29	89	1,322,200	353,760	20-95	281	7,154,290	4,511,800
10-19	149	1,394,330	201,270	10-95	430	8,548.620	4,713,070
Totals	430	8,548,620	4,713,070				

**Percent of total radio families which report listening to WOR at least once a week*

—that power-full station **WOR**

at 1440 Broadway, in New York

Ford Receives Proposed Grant For New Shreveport AM Station

Commission Decision Proposes to Deny Noe Application For Use of Same 1550 kc Frequency

A PROPOSED GRANT to Frank H. Ford, Shreveport businessman, for a new station there on 1550 kc, with 1 kw day and 500 w directionalized at night was announced by FCC last Monday.

The decision proposed to deny the application of James A. Noe, owner of WNOE New Orleans and KNOE Monroe, for use of the same frequency with 250 w fulltime, also at Shreveport.

The Commission said it preferred Mr. Ford because of his local residence, "his demonstrated familiarity with the area proposed to be served, and his stated intention of taking active participaton in the operation of the proposed station." Mr. Noe, it was pointed out, lives at Monroe and would leave general supervision of the station to the general manager of his other radio enterprises, James E. Gordon, of New Orleans, and neither he nor Mr. Gordon planned to move to Shreveport.

Noe Conflict

Mr. Noe's proposal, FCC added, "involves actual interference with Station XEML in Mexico and potential interference with a Class 1-B station which may be authorized in Ontario, Canada." Such interference is contrary to NARBA, the Commission pointed out. It said Mr. Ford's proposed operation would not conflict with Canadian operations "and while there is interference to a small portion of the secondary service area of XEML, the area of this interference is entirely within the U. S. and the treaty does not require protection within the U. S. to the skywave service of the Mexican station."

The Commission noted in its findings that "a sample monitoring" of WNOE by a witness for Mr. Ford "revealed that commercial spots ran as high as nine on one period of 10 minutes, six in another period of three and a half minutes, and 13 in a period of 16 minutes. Thirty spots were recorded in a period of one hour and two and a half minutes."

WNOE-KNOE Manager Gordon was quoted as testifying, in reply, "that the 'overall picture' would show an average of about one [spot announcement] every seven or eight minutes and that the exhibits compiled from the monitoring of WNOE do not portray a picture which is typical of the hour-to-hour or day-to-day operations of the station."

Mr. Gordon also testified, FCC said, "that in his judgment three commercial spots, with perhaps two free announcements, is proper in a program of 15 minutes, locally produced."

Mr. Ford operated KTBS Shreveport for two and a half years starting in 1931, "bringing this station out of the red and placing it on a sound and profitable basis," FCC reported. He has had considerable experience in the lumber and wholesale grocery businesses and is president and director of the Kansas City Southern Railway and the Commercial National Bank, and director of the Cotton Oil Co. "which he steered out of serious financial difficulties." He has also operated several real estate, mortgage loan and general insurance businesses.

Mr. Ford proposed to be general manager of the station and devote most of his time to its affairs, with his son, Frank Ford Jr., as assistant manager and commercial manager. If made final, the grant would be the fourth for use of 1550 kc in the U. S.

Mr. Noe, in addition to his ownership of WNOE and KNOE, has 50% stock interest in KOTN Pine Bluff, Ark., and is applying for a new AM station at Lake Charles, La., and for FM stations at Monroe, Shreveport, Alexandria, Lake Charles and New Orleans. He has served as Louisiana State Senator, Acting Lieutenant Governor, and Acting Governor.

HEART ILLNESS IS FATAL TO EARL McCOLLUM

EARL McCOLLUM, 57, president and general manager of the Kansas City Star Co., owning WDAF Kansas City, died Feb. 4 of a heart ailment.

Born June 7, 1889, in Henry County, Iowa, Mr. McCollum had spent most of his life in Kansas City, rising from office boy to head of the organization. He worked his way upward through the business, mechanical, advertising and editorial departments of the organization and was made first treasurer when the paper was bought by staff members from the William Rockhill Nelson Trust. In 1942 he succeeded to the presidency upon death of George B. Longan.

Surviving are his wife, his mother, and two daughters, Betty Jean and Mary Lou McCollum.

Seeks Texas Outlet

BEXAR BROADCASTING Co., a partnership composed of actor "Tex" Ritter and W. K. McCauley, applied to FCC last week for a new daytime station to be operated on 980 kc with 1 kw at San Antonio, Tex. Mr. Ritter also has an application pending for a station at San Bernardino, Calif. [BROADCASTING, Dec. 16]. Mr. McCauley, retired, has been with the Texas Co. for 35 years at Port Arthur.

GENERAL "IKE" examines the catch he made while on a fishing trip with Frank "Salty" Mallants (left), WIOD Miami fishing editor. The 14-pound jack crevalle was captured at Blackwater Sound, Key Largo. Mr. Mallants acted as personal hunting and fishing guide to General Eisenhower while he was at Miami.

GREY ADV. APPOINTS FOUR VICE PRESIDENTS

WILLIAM BERNBACH, Ned Doyle, Edmond R. Richer and Herbert D. Strauss have been appointed vice presidents of Grey Adv., New York. Mr. Bernbach, who is vice president in charge of copy, was formerly copy chief.

Mr. Doyle and Mr. Richer were account executives. Mr. Strauss has been with the agency since 1939 and was an account executive prior to his new appointment.

WSJS Names Halpern

HERMAN HALPERN has been appointed advertising agent for WSJS Winston-Salem, N. C. Mr. Halpern is opening agency at 202 Nissen Bldg., Winston-Salem. He was formerly with Lord & Thomas (now Foote, Cone & Belding.) He served during the war as a public relations official for the Civil Service in Washington.

16 FM Applicants, TV Group To Argue Multiple Ownership

SIXTEEN FM applicants and the Television Broadcasters Assn. have notified FCC they will take part in the oral argument to be held Feb. 24 on the Commission's multiple ownership rules, FCC files showed last week.

The oral argument, before the Commission *en banc*, will be directed toward a determination of "what application or interpretation of the Commission's Rules and Regulations concerning multiple ownership of broadcast stations, particularly FM and television broadcast stations, would best serve the public interest" [BROADCASTING, Jan. 13].

FCC said that as of Jan. 27 there were 61 ownership groups which have FM stations or proposed stations involving overlapping service areas and "some degree of common ownership," and that one group—Crosley Broadcasting Corp.—has a television application pending (for Dayton) which, if granted, would involve overlap with television authorizations already issued to Crosley (for Cincinnati and Columbus).

This was revealed in a tabulation prepared by FCC engineers and circulated at a pre-hearing conference held Jan. 31. Ownership charts and coverage maps were included for each group. Of the total 62, the television case and 35 FM groups include at least one pending application, while the rest include existing stations, construction permits, and conditional grants.

The importance of several factors in determining whether "multiple ownership" exists within the meaning of the rules—factors such as degree of overlapping service extent of common control of stations, similarity or dissimilarity of markets served by commonly owned stations, etc.—is expected to be given detailed consideration.

In its order calling the oral argument, FCC named as parties to the proceeding 22 companies with FM and television application which "involve questions of multiple ownership and overlap of service areas." Fifteen of these, FCC records showed, have filed notices of intention to participate in the hearing. Other appearances were filed by Travelers Broadcasting Service Corp. (WTIC-FM Hartford), an applicant for FM at Bridgeport, and by TBA. Others were as follows, all FM applicants:

Yankee Network, applicant for Class B stations at Boston, Bridgeport, and Providence; Liberty Broadcasting Co., Class B, Pittsburgh; Washington Broadcasting Co. (WJPA), Class B, Washington, Pa.; WDEL Inc. (WDEL), Class B, Wilmington, Del.; York Broadcasting Co. (WORK), Class B, York, Pa.; Reading Broadcasting Co. (WRAW), Class B, Reading, Pa.; Keystone Broadcasting Corp. (WKBO), Class B, Harrisburg, Pa.; Central States Broadcasting Corp. (KOIL), Class B, Omaha; Commodore Broadcasting Co., Class B, Springfield, Ill.; KCKN Broadcasting Co. (KCKN), Class B, Kansas City, Mo.; Trent Broadcasting Corp. (WTTM), Class B, Trenton, N. J.; Copley Press, Class A, Joliet, Ill.; Southern California Associated Newspapers, Class A, Alhambra and Glendale; San Pedro Printing & Publishing Co., Class A, San Pedro, Calif.; McClatchey Broadcasting Co. (KFBK KMJ KERN KWG KOH), Class B, Stockton and Modesto, Calif.

Plan to Raise Radio Quality Offered

Taplinger Proposes That 'Slavery to Format' Be Abolished

By SYLVAN TAPLINGER

SYLVAN TAPLINGER, vice president in charge of radio for Weiss & Geller, New York, and producer-writer of the "Kate Smith Hour," has come up with a plan for improving the quality of radio. Underlying thought behind it is to abolish radio's addiction to format and never put on a mediocre program. In the accompanying article Mr. Taplinger, formerly assistant director of program operations for CBS, outlines the steps he would take to accomplish this goal.

WHAT'S WRONG With Radio?

A much-asked question with many answers but *is* there anything really wrong with radio? My guess is that up to recently nothing serious was amiss: Radio was in a groove but now that groove has been worn through till it's become a rut.

A news item in a trade paper recently summed up what I mean. In referring to the cancellation of a long-run network program by its sponsor, the article said that the program undoubtedly would be grabbed up quickly by another sponsor since its Hooper rated as high as 8.6 and it cost only $4,000. Another program began a renewed career by a national sponsor a few weeks ago on the basis of an even lower rating earned last summer.

What's the matter with us in radio? We're paid big fees because we're supposed to be specialists in broadcasting but it doesn't take a high salaried specialist to buy a program for a client because previous records show it costs so much per point. A grammar school student with a knowledge of division can figure that out. People outside the industry are under the impression that radio executives are where they are for the same reason executives in other businesses reach the top—because they create and progress. But are we in radio creating and progressing when we persist in buying a tired out 6.3 (average rating) show for $4,000? Why don't we take that $4,000 and combine it with our brainpower to create something new that might even garner a 15.0 or 20.0 rating?

All right. I know anyone can criticize but comes the inevitable question: "What would *you* propose to do about improving programming in general?" My answer to that is—Plenty!

At this writing I'm going to tackle the most listened to hours of the average network schedule, those between 8 and 11 p.m. and work on the premise that there should never be a bad or even mediocre show.

Music as a Base

First of all I would start from scratch and wipe out all existing programs on the network. Then, in rescheduling, I would use music as a program base. That doesn't mean I intend to have nothing but musical programs all week long. It works out this way.

Let's theoretically schedule nothing but musical shows of all types. I know the first criticism will be, "But straight musical shows never get a high rating." Maybe so or maybe no. I'm not going to question the accuracy of Mr. Hooper's dial spinners but it seems to me that the presentation of musical shows has lacked showmanship, ingenuity, a gimmick or whatever you choose to call it. Martin Block demonstrated that people will listen to music for hours at a time if it's presented with a dose of showmanship. Ever go visiting and watch someone tune in the radio at random? Usually the station selector is turned past talk, dramatics and other noises until the first snatch of music is heard. There the knob stops.

Now, in spite of my seeming efforts to justify the 100% programming of music I realize that radio has other obligations to the listener, although a program schedule of varied music wouldn't be hard for most listeners to take and certainly would be one that would attract a minimum of criticism.

Mid-Evening Comedy

My next step would be to wipe out a 30-minute strip across the board in mid-evening, preferably at 9 p.m. to make room for comedy. Therefore, the evening's schedule would revolve around the most popular (according to Hooper) type of program. However, despite the popularity of comedy, the caliber of the current crop indicates that it is humanly impossible for any comedian to be consistently funny week after week. So, if this were NBC, for example, the 9 o'clock spot would be known as the "Comedy Hour" and the Monday period alternate between Alan Young, Abbott and Costello and Fibber McGee. Alternate Tuesdays would find Bob Hope, Red Skelton and Burns and Allen dividing honors. In other words each comedy show would go on every third week, giving producers and writers two extra weeks to prepare the best show possible and use only their best material. Sponsorship of the programs would remain as it is except that the sponsor would be on every three weeks instead of weekly. It may be said that such

(*Continued on page 36*)

THE PITTSBURGH STORY

The Greater Pittsburgh Market includes all of Allegheny County, a wealthy steel-producing center. Nucleus of this great market is the steel communities of McKeesport, Duquesne, Clairton, Homestead, Braddock, East Pittsburgh, Turtle Creek and Wilmerding. WE-DO was created primarily to serve these heavily populated communities of the Greater Pittsburgh Market. The 3 largest cities of Allegheny County (exclusive of Pittsburgh) are McKeesport, Duquesne and Clairton.

While WE-DO ranks 4th in the city of Pittsburgh according to our recent Conlan Audience Survey . . . it is interesting and most profitable to note how WE-DO completely overshadows all other stations serving the "steel cities" of this market. We call it the Pittsburgh Story as told very graphically in the Conlan Survey.

BOX 810—McKEESPORT, PA.

Robert S. Conlan & Associates Radio Survey Summary of—

the City of

PITTSBURGH, PA.

Distribution of listening homes among stations:

Station A ------------23.1%
Station B ------------ 8.3%
Station C ------------16.2%
WE-DO ------------15.8%
Station D ------------11.2%
Station E ------------19.5%

the Cities of

McKeesport . . . Duquesne . . . Clairton, Pa.

Distribution of listening homes among stations:

Station A ------------19.5%
Station B ------------ 8.0%
Station C ------------20.1%
WE-DO ------------32.1%
Station D ------------10.6%
Station E ------------ 1.9%

WE-DO

1000 WATTS *810 on your dial*

JOSEPH HERSHEY McGILVRA Inc., *Representative*

Department Stores 6 to 3 Choose . . .

WHBF

Serving the QUAD-CITIES plus Western Illinois and Eastern Iowa

When it comes to skill in local merchandising, department stores are recognized as tops. And in the Quad-Cities, the department stores show a strong preference for WHBF. So if you want to be sure that your advertising is on the beam in the Quad-Cities, take a cue from the department stores . . . they choose WHBF "6 to 3"!

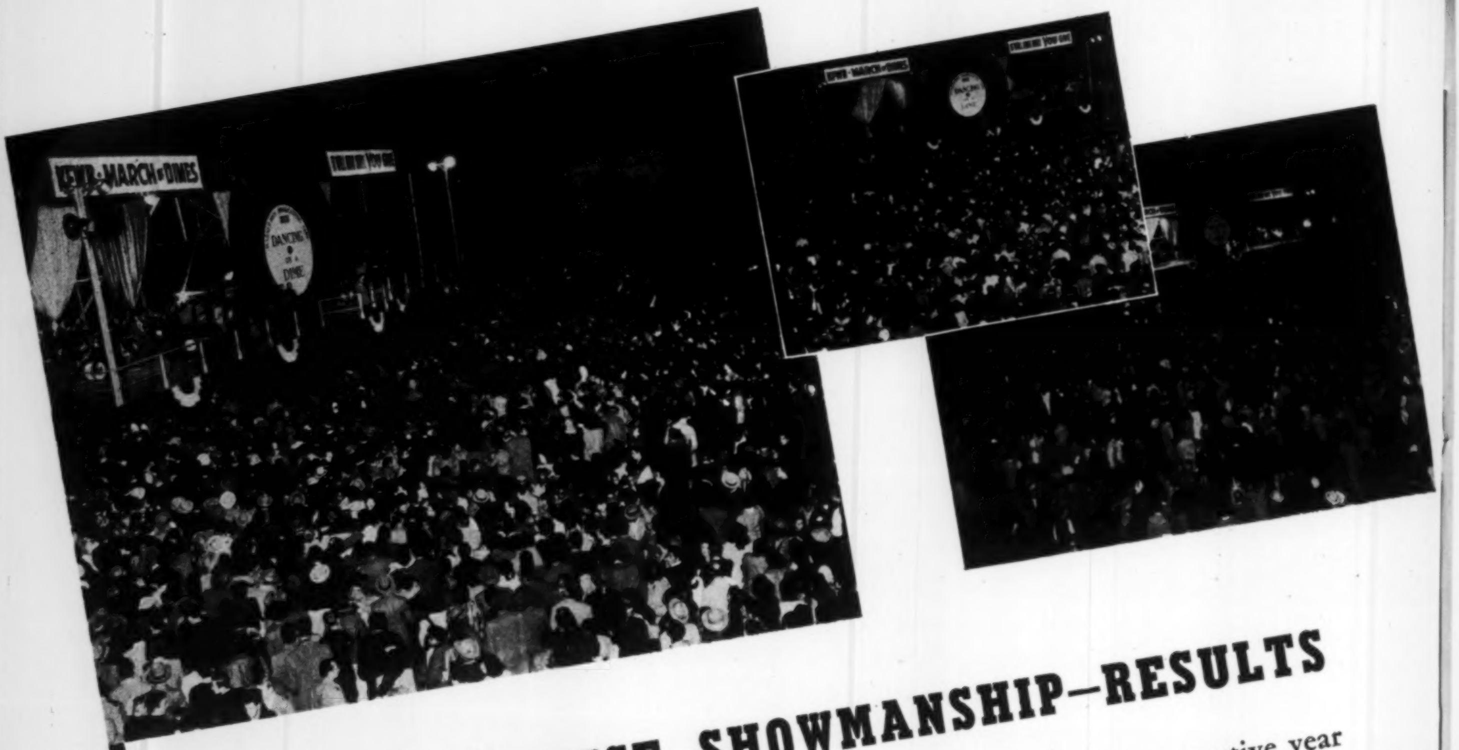
The Quad-Cities is the largest market in Illinois and Iowa, outside of Chicago . . . more than 200,000 metropolitan population spending upwards of $124 million annually. Average family income in the Quad-Cities last year was above $4,000 . . . one of the wealthier markets of the nation. Besides, WHBF's primary area covers an important farming area . . . 52 rich counties in the very heart of the corn belt. And remember, WHBF is the only ABC station that can be consistently heard in the Quad-Cities.

AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
A 200,000 Market
DAVENPORT
EAST MOLINE
MOLINE
ROCK ISLAND

1270 KC WHBF 5000 Watts Full Time and WHBF-FM

Les Johnson, V.P. and Gen. Mgr.
Affiliate of Rock Island Argus

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE



PUBLIC SERVICE—SHOWMANSHIP—RESULTS

KFWB, Warner Bros. radio station in Hollywood, for the second consecutive year turned over its entire 19-hour broadcasting day, Thursday, January 30, FDR's birthday, to the National Foundation for Infantile Paralysis, and the March of Dimes. The greatest array of talent ever assembled on any stage. This great open-air broadcast drew a huge crowd. As to the air audience? Well, if talent and showmanship make "rating," you make your own guess of the number of people listening to KFWB on January 30. The following list comprises the names of orchestras and entertainers who appeared:

Andy Russell
Art Kassel
Basin Street Boys
Benny Goodman
Betty Hall Jones
Betty Hutton
Betty Rhodes
Bob Nolan & Sons of Pioneers
Buddy Baker & Band
Charlie Spivak
Connie Haines

Dave Barbour & Band
Dick Haymes
Dick Stabile
Dinah Shore
Earl Spencer & Band
Eddie Cantor
Emma Lou Welch
Frank Duvol
Frankie Laine
Freddie Martin
Gene Phillips
George Montgomery
Hadda Brooks

Hal Derwin
Harry James
Helen Forrest
Herb Jeffries
Hoagy Carmichael
Jack McVea & Band
Jerry Brent & Band
Joe Liggins & His Honey Drippers
Jo Stafford
Johnny Mercer
Johnny Moore

Johnny White & Quartet
Judy Canova
Ken Curtis
Louanne Hogan
Margaret Whiting
Martin Block
Matt Dennis
Mel Torme
Merry Macs
Page Cavanaugh Trio
Paul Weston & Orchestra
Peggy Lee
Woody Herman

Peter Meremblum & 100 Piece Junior Symphony
Phil Harris
Pied Pipers
Pinky Tomlin
Ricky Jordan
Slim Gaillard
Spade Cooley
Spike Jones & Band
Starlighters
Stuart Hamblen
Tommy Talbert & Band
Winnie Beatty

WARNER BROS.
KFWB
HOLLYWOOD

Craney

(*Continued from page 18*)

lywood to be heard to the exclusion of the multitude.

It is time the FCC investigated the networks and the stations of this country to see just why the voice of the few is heard to the exclusion of the masses. It is time that on programs by such national soothsayers some kind of balance is provided. It is time that when a man is attacked by a commentating know-it-all he be given time to answer on that same program. It is time, if we are to maintain freedom of the air, that some arrangement is made whereby an answer is supplied even to the President of the United States when he discusses a controversial issue.

Proper Forum Needed

Our democratic republic cannot exist without a proper forum for the expression of the ideas of both the majority and the minority, no matter how high the office may be that one or another of the speakers might occupy. The United States is not Germany, Italy or even Russia. To maintain our freedom we must maintain democracy in broadcasting.

The problem is not to establish for radio stations a one-sided editorial policy such as newspapers enjoy. It is rather to see that when a subject, once admitted to the airways, is discussed by all parties desiring to be heard, at a time and with a combination of stations that will give to each participant in the discussion a real "equal opportunity to be heard." Any station that does this has never had to fear that its license would be revoked by the FCC or the old Radio Commission.

Your own article admits there are plenty of stations that have carried on campaigns all of which come under the heading of "editorial policy" and they are still on the air. Instead of "playing with dynamite" the broadcasters who editorialize would find, as the leading newspapers have, that their stature is increased by presenting through their own facilities a free flow of ideas, including those of the opposition.

FCC Licensing Policy

There is another thing going on in radio today which is equally as important although I have never seen anything about it in your columns. I refer, of course, to the present licensing policy of the FCC. Mr. Miller (Justin Miller, NAB president) is the man who should rightly bring it to the attention of the FCC, the Congress and the public if necessary. I will not bother to ask why he has not done so.

Obviously there are very powerful forces in the radio industry today that want to keep it quiet. The American public has many millions of dollars invested in radio receivers today. These, of course, are AM receivers. Some are very old, some are not too old and others are new post-war models that have just rolled off the assembly line.

RENEWING an acquaintance made in North Africa during the war, R. M. (Morrie) Pierce (l), vp in charge of engineering for WGAR Cleveland, and Ben Wilbur, of the State Dept.'s International Broadcast Division, examined new WGAR recording equipment when Mr. Wilbur went to Cleveland recently for Report from the World sessions (*Time* and Cleveland Council on World Affairs).

The FCC has some rules they call Engineering Standards. These standards have greatly favored some broadcast station owners. I say owners because I don't believe they ever favored the listener. Today the FCC is seemingly in the process of changing the whole allocation system. It is piling more and more stations on every local and regional channel. It is increasing interference on these channels to contours above those laid down in its Standards of Engineering Practice.

What Are Reasons?

Why? Is it doing this to create so much interference that coverage of these stations will be reduced to such an extent that it will force all local and regional stations to go to FM? Is it doing this to create such small market areas for these local and regional stations that it will be able (by public demand because of lack of service from small stations) to increase the power of the large clear-channel stations to maybe a half-million, a million or possibly several million watts?

You will remember only a few years ago when we had a 500,000 w station in the country, the FCC made a survey and found that something like 75% of the people in 12 States listened to that station. You know the effect it had on national business, national programs, listener habits of many local and regional stations within the coverage area of that station. You remember it was necessary for the candidates for Congress from adjoining States to broadcast over this great station in order to be heard by their constituents. It became questionable if the station were serving in the "public interest, convenience and necessity" when all the people of this vast

(*Continued on page 38*)

WORKING UP STEAM TO CONQUER GLOBE (Ky.)?

That's one idea you'd better circumnavigate! Despite its mammoth-sounding name, Globe (Ky.) is hardly worth the conquest. So WAVE doesn't try to encompass Globe. We blast our power at the Louisville Trading Area, which has more dough than all the Globe-girdling towns in Kentucky, *combined!* If you want to win any sales campaigns in Kentucky, better capture the strategic strong points, first!

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC
NBC AFFILIATE
FREE & PETERS, INC.,
NATIONAL REPRESENTATIVES

Taplinger

(*Continued from page 32*)

sporadic mention of the client's product is contradictory to the theory that consistent plugging is the best means of selling a name. However, each comedy program would start off with the announcement, "Your host on the Comedy Hour tonight is —— —— makers of —— ——" thus calling more direct attention to the name of the sponsor than it now gets. Besides, there is this plus for a sponsor—he is less apt to be identified with a mediocre program, especially with comics trying to top each other and especially the one who occupied the spot the week before. The old spirit of direct competition would come up again and I don't have to tell you what that means among the hams of the entertainment world.

Instead of sloughing off the summer and taking the defeatist attitude of closing up shop three months in the year (there are automobile and portable radios Mr. Hooper can't reach), this every third week system would continue throughout the year giving each comedy show 17 or 18 weeks instead of 39.

It's easy to see from this schedule that the comics and their writers would have more time to prepare their shows and would not have to press week in and week out to be funny. After all, while not having any statistics on the matter, I wouldn't be surprised if the average comedy show is first rate only once in every four attempts but retains its high rating because listeners are ever hopeful that each airing will be that one. Before dropping the comedy department of my new programming plan I reserve the right to the usual exceptions to every rule, namely, Jack Benny and Fred Allen, whose high batting averages and consistent efforts to diversify their programs prove that they have the ability to remain consistently top grade week after week.

In apportioning the rest of the program schedule I would limit the number of Hollywood star dramatizations to three a week. After all, how many times a year can "Stage Door" be done on the air? Lux has proved that 30 minutes is not enough for the best results in this type of program, therefore, those three shows must be scheduled for an hour each with no compulsion that every dramatization must run the full hour. If the most effective manner of telling the story takes 50 minutes, the remaining 10 minutes would be consumed by an effective music fill. If the cost of an hour time slot is too much for one client's pocketbook, dual sponsorship of the hour would be permitted.

ADDRESS by Frank Haas (c), Whitehall Pharmacal Co. radio director, was feature of annual Crosley Broadcasting Corp. sales meeting in Cincinnati Jan. 17-19. With Mr. Haas are R. E. Dunville (l), Crosley vp and general manager, and Neal Smith, assistant sales manager of the corporation.

About Mystery Shows

Despite their accepted popularity in the industry (although you'll seldom see more than one or two in the top 10) mystery shows would be limited to one a night with close supervision to eliminate the plot duplication that prevails in current programs.

Variety programs would be limited to one a night with the proviso that the variety format be dropped on any evening that suitable guests and material are not available. Instead, a straight musical program would be substituted rather than put on just any material to fill the period and retain the format. Likewise, the weekly dramatic series types (*Aldrich Family, Date With Judy*, etc) would be limited and supervised to the extent that if any one show looks weak at rehearsal time and can't be made top grade, a musical program be substituted that night.

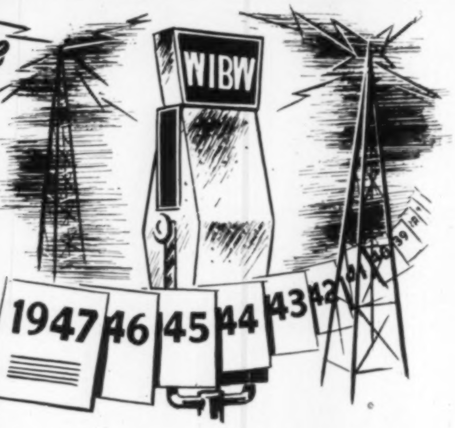
News programs would remain untouched since they are only as exciting as their subject matter and are usually broadcast outside the hours discussed in this article.

Sponsor's Hour

This brings us down to one of the most important points in my proposed program schedule. Each night a 30-minute period would be sold for sponsorship with the stipulation that no regular program would be scheduled in those spots. The period would be known as the "(Sponsor's name) Hour" and the programming of the time would be wide open. The network and agency men would then be on their mettle to fill it with any type of fare so long as it made good radio. For instance, one week it could be a public events broadcast of wide interest; perhaps a talk by a prom-

(*Continued on page 40*)

Faithfully serving the INTEREST CONVENIENCE and NECESSITY



of the First Families of Agriculture

Progressive farms in five states leave their dials set at 580—WIBW's easily-heard frequency.

Market and weather reports, crop and feeding information helps these First Families stay rich.

WIBW listeners are the "writingest" folks. And when they write, you just know they listen.

Over two decades of intensive, intelligent service to farm folks and their nearby agricultural communities, has built one of America's most loyal and responsive audiences—ranking fourth in U. S. farm income.

NEBRASKA
IOWA
KANSAS
MISSOURI
OKLAHOMA

WIBW IN TOPEKA "The Voice of Kansas"
BEN LUDY General Manager
COLUMBIA'S OUTLET FOR KANSAS
WIBW, Topeka KCKN, Kansas City
REPRESENTED BY CAPPER PUBLICATIONS, INC. NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

"I'm from Smith County"

AFTER the *Noontime Neighbors* broadcast, they come up to shake hands with WSM Farm Director, John McDonald. *"I'm from Smith County,"* they'll say. *"Just wanted you to know how well the 6-12-6 fertilizer worked out on my corn crop."*

Yes—WSM is recognized as a *Friendly Influence—A Powerful Influence*—in the vast Southern Community we serve.

To pace our campaign for Better Farming we created the program *Noontime Neighbors.* It is *not for sale.* Yet o commercial show was ever more carefully prepared.

★ First, we completely surveyed the area and selected the noon period as the time when most farmers could hear a program designed especially for them.

★ Next, our production experts spent hours talking with farm leaders and drawing up the format of the show.

★ To provide the best in entertainment we use many of the top performers from our talent roster of several hundred artists

★ Promoting the feeling of neighborliness, WSM goes to the farmer—with special remote *Noontime Neighbors* broadcasts from such places as fairs, cattle and hog shows and farm conventions.

★ To keep our farm listeners abreast of successful farming methods in the community and to bring them news about their neighbors, WSM enlisted the aid of 1,000 agricultural agents. The information these farm experts give exclusively to WSM is an integral part of the noon farm show.

We point to *Noontime Neighbors* as representative of our belief—our practice for 21 years—
What best serves the community best serves WSM.

HARRY STONE, *Gen. Mgr.*
JACK HARRIS, *Asst. Gen. Mgr.*
WINSTON S. DUSTIN, *Comm. Mgr.*
EDWARD PETRY & CO., *National Representatives*

Air Castle of the South
W
E
650 KILOCYCLES
50,000 WATTS
NBC AFFILIATE
CLEAR CHANNEL

"The Best in Broadcasting"

WSM
NASHVILLE

Craney

(Continued from page 35)

area were forced to listen to a broadcast directed at a small minority of a single Congressional district.

I am just a little broadcaster. I sit out here in the Pacific Northwest. I don't manufacture equipment so I am not interested in the sale of big transmitting equipment to supply broadcasting stations. I am not interested in making a listener own an AM, an FM, another FM (to go with his television receiver) and a television receiver in order to be entertained by radio. I am interested though in knowing what the policy of the FCC is in this matter and I believe Congress is interested and that the people are, too.

They certainly have a right to know if they live a few miles away from a town where a broadcast station is, whether they should buy an FM or an AM receiver. They have the right to know whether radio coverage is going to be so changed that if they live on a farm they won't be able to get the livestock, weather and news information of their area from a nearby station because of interference on that station's channel but will have to be content to receive information from some distant station serving such a vast area that it can give information of only a general character for many areas. If the NAB is afraid to bring this little matter up for discussion maybe someone else will have to do so.

MANAGEMENT

JOHN W. EDWARDS has been appointed station manager of KAMD Camden, Ark., moving from executive post at KCMC Texarkana, Tex. In AAF during war, Mr. Edwards formerly had been with CBS stations and Texas State Network outlets as sports and special events director and announcer. **FRANK O. MYERS** is directing manager of KAMD and general manager of KCMC.

EVELYN S. HICKS, vice president and general manager of WTNB Birmingham, Ala., just returned from Hollywood after attending marriage of her daughter Joyce to Bob Smith, Feb. 7 was to leave for Chicago meeting of the American Medical Assn. as representative of the Federal Housing Council.

LEE GORDON has been appointed temporary station manager of KSVP Artesia, N. M., replacing **WILLIAM L. DELBRIDGE** who returns to Oklahoma. Mr. Gordon also continues in his capacity as station program director.

EDWARD J. NOBLE, chairman of the ABC board, has been named chairman of the radio committee of Brotherhood Week which is being held Feb. 16-23.

NORMAN BOGGS, former sales manager of WGN Chicago and present general manager of WLOL Minneapolis, has been named president of Independent Merchants Broadcasting Co., parent company which owns WLOL.

J. LYMAN POTTS has been appointed assistant manager of CKOC Hamilton, Ont., moving up from production manager.

ROBERT A. MORROW, program director of WBUY Lexington, N. C., has been appointed manager of that station. He previously had been with KSTT Davenport, Iowa, as program director and WJPR Greenville, Miss. Mr. Morrow was in armed forces during World War II.

Mr. Morrow

PIERRE BOUCHERON, general manager of WGL Fort Wayne, Ind., and recently released from active duty as captain in USNR, Jan. 30 was appointed voluntary coordinator of Naval Reserve affairs for Fort Wayne area.

ROBERT DICK, manager of KGMB Honolulu, is in Hollywood for conferences with CBS executives.

CLIFF WINGROVE, formerly with transcription division of National Broadcast Sales, Toronto, has been appointed assistant manager of CKTB St. Catherines, Ont.

GEORGE C. HATCH, general manager of Intermountain Network, is in Honolulu on two week business trip checking on construction details of KVPO, new 10 kw station being built there to operate on 690 kc.

DAVIDSON TAYLOR, CBS New York vice president in charge of programs, is in Hollywood for three weeks conferring with **ERNEST H. MARTIN**, director of network programs, on summer programming.

WILT GUNZENDORFER, general manager of KROW Oakland, for second consecutive year has been appointed to local Chamber of Commerce publicity committee.

Stations Planning Group Of ABC to Meet Feb. 25

THE ABC STATIONS planning and advisory committee will hold its quarterly meeting in New York on Feb. 25. Three new members who will be meeting with the committee for the first time are Fred Weber, executive vice president of WDSU New Orleans, Frank Carman, president of KUTA Salt Lake City, and Robert R. Feagin, manager of WPDQ Jacksonville, Fla.

A chairman will be elected to replace Henry P. Johnston of WSGN Birmingham, Ala. Retiring members of the committee are W. D. Pyle, president of KVOD Denver, and W. C. Bochman, manager of WCOS Columbia, S. C., in addition to Mr. Johnston.

Stark Now VP

WILLIAM STARK, executive secretary at Charles Stark Agency, New York, has been appointed vice president of the firm.

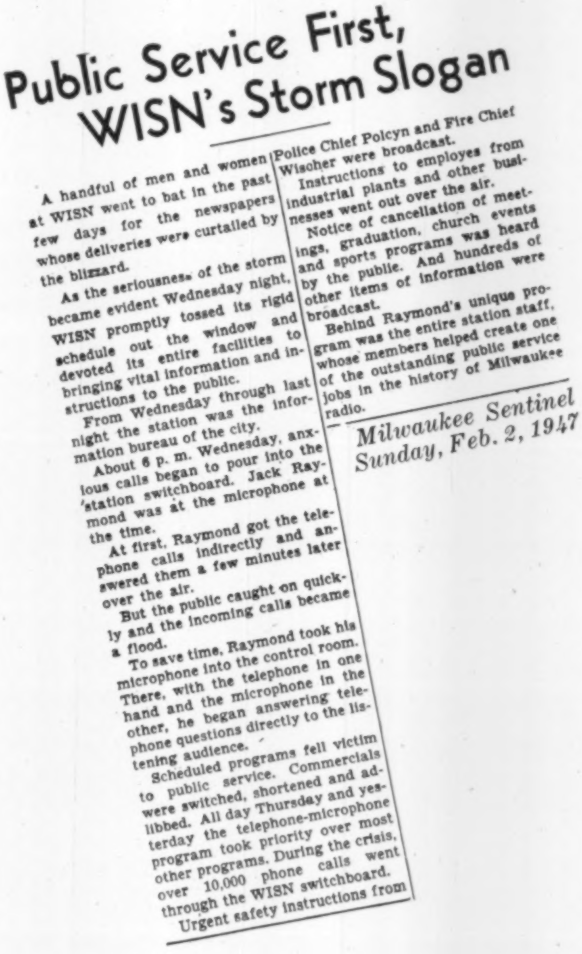
5 times more Powerful
MUTUAL PLUS
Vancouver's
CKWX
Now! 5000 WATTS
YOUR Direct ROUTE TO CANADA'S 3RD MARKET
call WEED & CO.

WORST BLIZZARD IN YEARS CRIPPLES CITY AND STATE

Milwaukee Sentinel, Thursday, Jan. 30, 1947

City, Locked in Snow, Faces 5-10 Below

Milwaukee Journal, Friday, Jan. 31, 1947



Public Service First, WISN's Storm Slogan

A handful of men and women at WISN went to bat in the past few days for the newspapers whose deliveries were curtailed by the blizzard.

As the seriousness of the storm became evident Wednesday night, WISN promptly tossed its rigid schedule out the window and devoted its entire facilities to bringing vital information and instructions to the public.

From Wednesday through last night the station was the information bureau of the city.

About 6 p. m. Wednesday, anxious calls began to pour into the station switchboard. Jack Raymond was at the microphone at the time.

At first, Raymond got the telephone calls indirectly and answered them a few minutes later over the air.

But the public caught on quickly and the incoming calls became a flood.

To save time, Raymond took his microphone into the control room. There, with the telephone in one hand and the microphone in the other, he began answering telephone questions directly to the listening audience.

Scheduled programs fell victim to public service. Commercials were switched, shortened and adlibbed. All day Thursday and yesterday the telephone-microphone program took priority over most other programs. During the crisis, over 10,000 phone calls went through the WISN switchboard.

Urgent safety instructions from Police Chief Polcyn and Fire Chief Wischer were broadcast.

Instructions to employes from industrial plants and other businesses went out over the air.

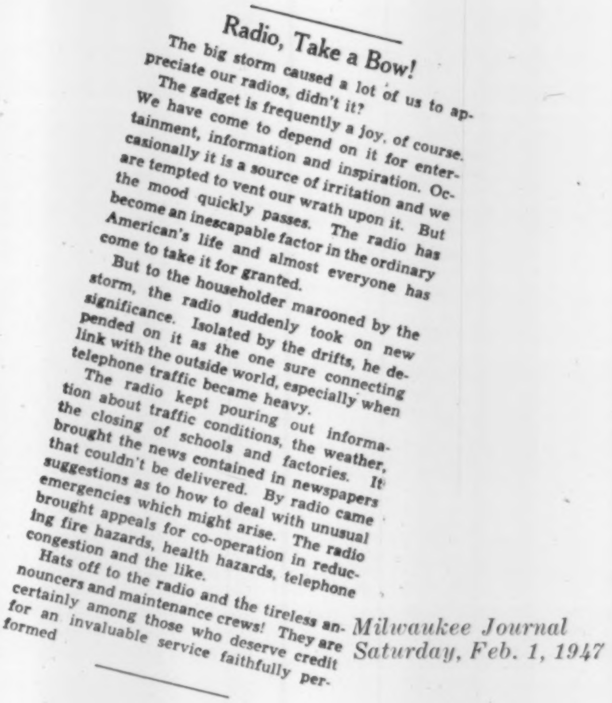
Notice of cancellation of meetings, graduation, church events and sports programs was heard by the public. And hundreds of other items of information were broadcast.

Behind Raymond's unique program was the entire station staff, whose members helped create one of the outstanding public service jobs in the history of Milwaukee radio.

Milwaukee Sentinel
Sunday, Feb. 2, 1947

THANK YOU,

Gentlemen of the Press!



Radio, Take a Bow!

The big storm caused a lot of us to appreciate our radios, didn't it?

The gadget is frequently a joy, of course. We have come to depend on it for entertainment, information and inspiration. Occasionally it is a source of irritation and we are tempted to vent our wrath upon it. But the mood quickly passes. The radio has become an inescapable factor in the ordinary American's life and almost everyone has come to take it for granted.

But to the householder marooned by the storm, the radio suddenly took on new significance. Isolated by the drifts, he depended on it as the one sure connecting link with the outside world, especially when telephone traffic became heavy.

The radio kept pouring out information about traffic conditions, the weather, the closing of schools and factories. It brought the news contained in newspapers that couldn't be delivered. By radio came suggestions as to how to deal with unusual emergencies which might arise. The radio brought appeals for co-operation in reducing fire hazards, health hazards, telephone congestion and the like.

Hats off to the radio and the tireless announcers and maintenance crews! They are certainly among those who deserve credit for an invaluable service faithfully performed

Milwaukee Journal
Saturday, Feb. 1, 1947

WISN

Gaston W. Grignon, General Manager
5000 Watts Day and Night—A CBS Station
THE KATZ AGENCY, INC., NATIONAL REPRESENTATIVES

Taplinger

(Continued from page 36)

inent person; a public airing of a new type of program, so many of which make the rounds of agencies but never reach the air because the agencies ordinarily have no spots suitable for such programs. In other words, the half hour is there every night waiting to be filled by radio's best minds with no restrictions placed on the types of programs. If, at any time the producers feel there is nothing available of suitable interest, they would once again fall back on the old reliable musical show. Naturally the scheduling of these "open" periods should attract wide listener interest and newspaper publicity with exciting programming that would make listeners look forward to each "Such and Such Hour" for wide diversity in radio listening.

Well, that about sums it up. Bear in mind that the above proposals cover any one network and not a full evening's schedule of four networks. I realize there are many flaws and obstacles to be overcome but it is an honest attempt at a pattern for networks and agencies to work on in an effort to improve radio programs. The underlying thought behind the whole plan is to forget radio's slavery to format and never put on a mediocre program. After all, most of radio's top advertisers refused to lend their names to inferior products during material shortages, why shouldn't they do the same when top radio material is unavailable?

WGBS to CBS

WGBS Miami, Fla., operating with 10 kw on 710 kc and owned by the Fort Industry Co., affiliates with CBS on June 15 replacing WQAM Miami [CLOSED CIRCUIT, Feb. 3]. Stanton P. Kettler is general manager of WGBS.

LEGION OF MERIT award is presented to Esterly Chase Page (r), formerly vice president in charge of engineering at MBS, now its consultant and engaged in private practice in Washington, D. C., by Brig. Gen. George Back, formerly chief signal officer of MTO, for "exceptionally meritorious conduct in performance of outstanding services in North Africa from September 1942 to April 1943."

Agencies Rate KFI, KNX High in Survey

Stations Win Honors for Best Local Programming in L. A.

BEST overall job of local programming among Los Angeles area stations is being done by KFI and KNX in the opinion of that city's advertising agencies, according to study recently completed by Facts Consolidated for ABC Hollywood.

All results stem from responses by 80 agency executives who rated independent stations, network stations and stations in general on eight counts, including overall local programming, public service, best powered for coverage, best service availabilities, audience promotion, sales promotion, merchandising and improvement in past five years.

KFI likewise topped all stations for public service and as best powered for coverage, receiving a rating of 23.8% for former and 36.2% for latter. KNX was runner-up in both categories with 21.2% and 25.0% respectively.

KECA is considered tops for service availabilities, audience promotion, sales promotion and most improvement in past five years. KNX is considered to be doing most in merchandising way.

Considering independents separately, KMPC was rated outstanding station in seven of eight categories, missing out on first position only in public service where KFWB led all. However, KMPC finished second in that classification.

In separate evaluation of network stations KFI is adjudged first in overall local programming, public service and best powered for coverage. KECA leads other network stations in all other categories.

Although listed on questionnaire, agency executives generally overlooked KIEV KXLA KWKW KFOX KGER, as not properly city stations.

KFEL Strike, Under Way Since Nov. 29, Settled

TECHNICAL workers' strike which had been in progress at KFEL Denver since Nov. 29, 1946, was settled on Feb. 1, when representatives of local Union No. 1222 of the International Brotherhood of Electrical Workers reached an agreement with Eugene P. O'Fallon Inc., KFEL licensee.

The following joint statement was issued by Joseph A. Myers, vice president and general counsel of the company, and A. L. Smith, business manager of the local union: "An agreement has been reached settling our dispute which both consider a fair and equitable one, and which was arrived at by sincere collective bargaining upon both sides. The terms are being reduced to writing and a formal contract dated Feb. 1 will be signed Monday, Feb. 3, by both parties."

YOUR FIRMEST GRIP
ON THE FABULOUS PANHANDLE!

5TH MAJOR DISTRIBUTING MARKET IN TEXAS

Here's where a little judicious pressure, applied to the nerve center of a great and yet growing market . . . produces results! KGNC is *THE STATION* in this fabulous region . . . is the barometer and divining rod of the aggressive Panhandle. As host to an audience who share an annual 694 million dollar income, KGNC is YOUR GRIP on Panhandle buying power!

KGNC
AMARILLO, TEXAS
1440 ON THE DIAL

REPRESENTED BY
TAYLOR • HOWE • SNOWDEN *Radio Sales*

NATIONAL BROADCASTING CO.
LONE STAR CHAIN

GOING TO 10,000 WATTS—710 KILOCYCLES SOON!

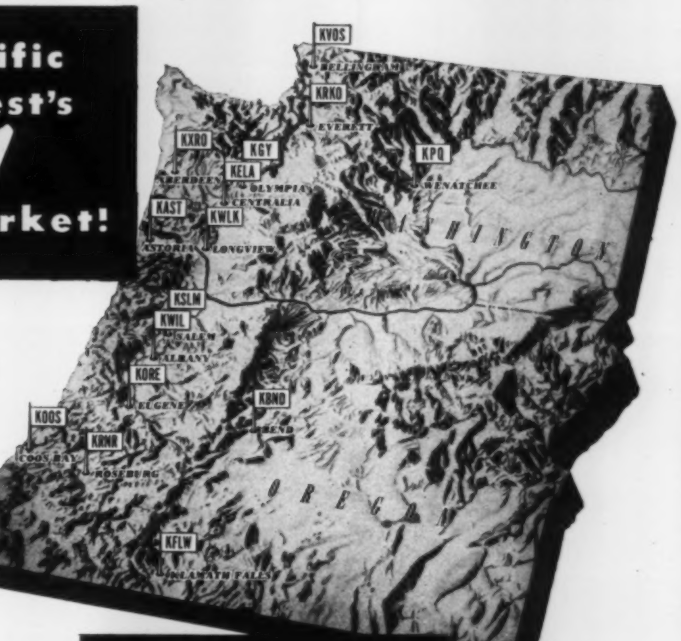
MAYBE YOU'RE MISSING SOMETHING!

74.4% Daytime Audience ★ 62.2% Nighttime Audience

The Pacific Northwest's No. 1 Radio Market!

194,210 Radio Families in the Pacific Northwest are "by-passed" by broadcasts originating in the "metropolitan" centers of this vast area. These metropolitan stations of the Pacific Northwest fail to reach this rich market. Why?

Take a look at the map. The answer lies in the rugged terrain of the Pacific Northwest. Ordinary radio broadcasting from these centers is unable to penetrate those 12,000 to 14,000 foot mountain barriers. Expensive sales messages bounce right off those mountain ramparts. How then to reach these people?


KVOS
BELLINGHAM
KRKO
EVERETT
KXRO
KGY
KELA
ABERDEEN
OLYMPIA
CENTRALIA
KAST
KWLK
ASTORIA
LONGVIEW
KPQ
WENATCHEE
WASHINGTON
KSLM
KWIL
SALEM
ALBANY
KORE
EUGENE
KBND
BEND
KOOS
COOS BAY
KRNR
ROSEBURG
OREGON
KFLW
KLAMATH FALLS

Topographic map shows the 15 stations of O-W-R-G, and how markets served by each are separated by mountains. Stations may be used as a group, singly, or in any combination.

There's Only One Effective Way!

That one way is through the key local radio stations in this rich region . . . the 15 stations of the Oregon-Washington Radio Group. These stations hold an enviable position in this great market. For instance, BMB figures show these stations delivering, on the average, better than 74% of the available daytime audience . . . better than 62% of the available nighttime audience within each Trading Area. Here, and here alone, is the key to tapping this thriving market of families with over 154 millions of dollars to spend for food products alone . . . families with a Per Capita Effective Buying Income of $2,688.00 . . . highest in the nation!

OREGON-WASHINGTON radio group

OREGON

- **KWIL** (MDL) Albany
- **KAST** (MDL) Astoria
- **KBND** (MDL) Bend
- **KOOS** (MDL) Coos Bay
- **KORE** (MDL) Eugene
- **KFLW** (ABC) Klamath Falls
- **KRNR** (MDL) Roseburg
- **KSLM** (MDL) Salem

WASHINGTON

- **KXRO** (MDL) Aberdeen
- **KVOS** (ABC) Bellingham
- **KELA** (MDL) Centralia
- **KRKO** (MDL) Everett
- **KWLK** (MDL) Longview
- **KGY** (MDL) Olympia
- **KPQ** (ABC) Wenatchee

DLM
Don Lee Mutual Affiliate
IND
Independent
ABC
American Broadcasting Company Affiliate

For detailed information write or wire THE HOMER GRIFFITH COMPANY • New York • Chicago • Hollywood • San Francisco • Dallas

COMMERCIAL

ELDON HAZARD, formerly with Radio Sales, the spot broadcasting division of CBS, and **DAVID V. SUTTON**, former eastern representative of WBBM Chicago, have been appointed account representatives in the CBS network sales department.

A. ORRIN BOTSFORD, former commercial manager of CKOC Hamilton, Ont., has been appointed to the same position at CKMO Vancouver, B. C.

LLOYD SMITH, formerly with KWK St. Louis, has joined sales staff of WIL St. Louis.

JOAN SWEENEY has joined commercial department of WTAG Worcester, Mass.

WEMP Milwaukee has named Avery-Knodel as national sales representative effective March 4.

WPIK Alexandria, Va., has named Clark & McGeehan as national sales representative.

KWBC Fort Worth, Tex., has appointed William G. Rambeau Co. as national sales representative.

WJHL Johnson City, Tenn., and WMMJ Peoria, Ill., have named John E. Pearson Co. as national sales representative.

Whitney Leaves KFI

Mr. Whitney

GEORGE WHITNEY, sales and business manager of KFI Los Angeles, has resigned to join Harrington & Buckley Adv., San Francisco, as vice president and Los Angeles resident partner. He will establish offices in that city. R. Peter Hurst, at one time associated with J. Walter Thompson Co., San Francisco, also joins agency as a partner.

Joins Agency

WILLIAM E. MALONE JR., former account executive at Sherman & Marquette, New York, where he handled Colgate - Palmolive - Peet, has joined Deglin-Wood, New York, as vice president. The new agency announced simultaneously that the firm name has been changed to Deglin, Wood & Malone.

Canadian Independent Stations Must File Financial Statements

By JAMES MONTAGNES

FOR THE FIRST time in Canadian broadcasting history, Canadian independently-owned stations must file complete financial statements with Department of Transport (DOT), Ottawa, by February 15. Action by DOT is being taken under section 31D of the Canadian Broadcasting Act, and follows a recommendation of the Parliamentary Radio Committee last year [BROADCASTING, Aug. 26] that stations should be asked for this statement before license renewal.

The statement is not so complicated as that of the FCC, but is 6 pages long. It consists of 12 schedules, and is headed "Private Commercial Broadcasting Station Organization and Financial Report."

It is for the fiscal year ended before Jan. 1, 1947. It asks for particulars of ownership and incorporation; operating revenue, operating expenses and income account; profit and loss account as to Dec. 31, 1946; balance sheet for last fiscal year; names, occupations and addresses of shareholders; changes in ownership or transfers of stock during 1946; names and addresses of directors; names and addresses of principal officers; debentures issued and names of holders; stock or debentures of other companies held; stock or debentures by shareholders in any other broadcasting station, newspaper or advertising business; particulars of any change in letters patent covering incorporation during 1946; and a statutory declaration.

Questionnaire was issued to Canadian stations towards mid-January without any publicity that this statement was to be asked, and came as a complete surprise to Canadian stations. Canadian broadcasters have always maintained they would not issue such statements because of the close cooperation between the DOT and Canadian Broadcasting Corp., a competitor as well as regulatory body. It has always been felt such statements would give undue amount of data to the competing CBC.

Policy of Canadian stations has not yet been officially announced, and it is debatable as to how many stations will file the statement in time as required.

TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

JOE EMERSON, network star known for his religious programs, returns to radio after absence of four years with special transcribed programs packaged by Morton Josef Productions, Chicago, formerly Neblett Radio Productions. Programs titled "Joe Emerson's Hymn Time," are transcribed by NBC Chicago Recording Division.

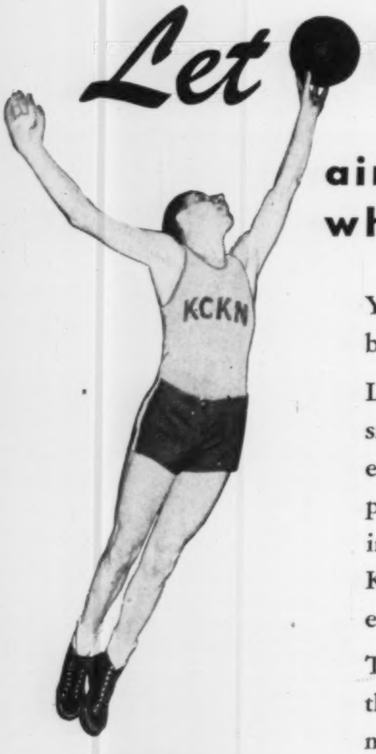
JOE ELLISON, for several years manager of Allied Record Mfg. Co., Hollywood, has joined Superior Record Co., Los Angeles, as executive in charge of production and manufacturing sales. **A. R. BAXTER** has been named as general manager in charge of national commercial sales.

COMMAND RADIO PRODUCTIONS, Hollywood cooperatively owned program packager, has elected **ROBERT M. LIGHT** as president and **KIM BURTON**, secretary-treasurer, replacing **WALTER SCHUMANN** and **MICHAEL MESHEKOW**, respectively. **FRANK DANZIG** has been appointed general manager.

JIM BRIDGES, former continuity editor and producer at WIBC Indianapolis, has joined Frederic W. Ziv Co., Cincinnati, as radio writer.

JAMES E. SAUTER, president of Air Features, New York, has been appointed chairman of the radio division of The American Red Cross 1947 fund of Greater New York.

COLUMBIA RECORDING Corp., New York, has contracted to purchase for its use and occupancy the seven story building at 799 7th Ave. and 52d St., New York, from the 799 7th Ave. Corp. The building now houses Columbia's artist, repertoire, legal, transcription, engineering and publicity departments as well as recording studio.



Let KCKN

aim your SELLING "SHOTS" where they will count

You don't have to pay the rate penalty for "out-of-bounds," out-state coverage when you hire KCKN.

Leaving the surrounding thinly spread farm and small town audience to others, KCKN programs exclusively and specifically for the radio listening pleasure of Greater Kansas Citians. And so, these in-the-money, eager-to-buy city listeners turn to KCKN for the kind of radio entertainment they enjoy.

The result is that your selling "shots" are aimed for the market that counts most—the eight hundred million dollar (AFTER taxes) buying power of Greater Kansas City.

MUSIC BY DAY MUTUAL AT NIGHT

The Voice of Greater Kansas City

KCKN Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW, TOPEKA

ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

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First TRANSVIEW design FM Transmitter goes on the AIR

... at WELL-FM

Station of the ENQUIRER-NEWS Battle Creek, Michigan

Chief Engineer Earl Stone (left) and Manager D. E. Jayne inspect their new Western Electric transmitter.

In tune with the times, Station WELL-FM of Battle Creek, Michigan,—operated by Federated Publications, Inc., publishers of the daily *Enquirer-News* and other Michigan papers—recently completed installation of the latest word in FM transmitting equipment...the Western Electric 503B-2 TRANSVIEW design 1 kw.

The glass door of this strikingly attractive FM transmitter provides a clear view of all tubes at all times. From the large, easy-to-read meters down to the smallest components, this new design means visibility *and* accessibility.

You'll find the same clear superiority in operation, too. For this new Western Electric transmitter holds intermodulation and harmonic distortion down to a new low . . . contains the efficient *Synchronizer* for accurate, automatic frequency control.

The complete line ranges from 250 watts to 50 kw of power. For full information, call your local Graybar Broadcast Representative or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric

Distributed by GraybaR
OFFICES IN 95 PRINCIPAL CITIES

Western Electric

—QUALITY COUNTS—

Oklahoma U. Radio Conference Set

'Programming to Meet Current Needs' Is Theme

ANNUAL RADIO Conference of the U. of Oklahoma will be held this year Feb. 27-March 2 at Norman, according to G. L. Cross, university president. Conference theme is to be "Programming to Meet Current Needs," with industry experts from all over the country scheduled to participate. A tentative program has been arranged, with participants and subjects still subject to change.

Opening session will be held at Memorial Union Building with welcoming addresses by known radio educators. The first panel, "Increasing the Effectiveness of Radio Advertising," will feature Sid Garfield, president of Garfield & Guild, San Francisco; Bill Ballinger, MKN Productions, Chicago; William B. Hill, manager of Compton Adv., Chicago; Harlow Roberts, vice president of Goodkind, Joice & Morgan, Chicago; and Russell Tolg, radio director of BBDO, Chicago. Charles Luckman, Pepsodent president, has been asked to participate, but his plans are not yet known.

A panel on "Cooperative Programming" follows that of advertising, chairmanned by Allan Miller, Rocky Mountain Radio Council.

A dinner is planned for Thursday night to honor Oklahoma U. alumni in radio, among them FCC Commissioner Paul A. Walker and Willard Egolf, formerly NAB public relations director, and now head of Broadcast Management Inc., owner of WBCC Bethesda, Md.

Numerous discussions on types of programming will take place Friday, with Saturday devoted mostly to general management problems. E. K. Hartenbower is the chairman of the panel on "Management Problems." Panels on news, education, advertising and sports broadcasting are also included on Saturday's agenda.

Sessions will continue through Sunday when FM and television will be discussed. O. R. Wright of KOZY (FM) Kansas City, chairmans the FM panel. Leland Cooley, director of television of McCann-Erickson, will lead the video discussion.

Tentative program for the Conference follows:

Thursday, Feb. 27

2 p.m.—Opening Session. Chairman: Robert T. Enoch, manager, KTOK Oklahoma City. Welcome: For the University, Royden Dangerfield, U. of Okla. Welcome: For the Association for Education by Radio, Russell Porter, regional president, AER. Welcome: For the National Committee, Sherman P. Lawton, coordinator of radio.

2:15—"Increasing the Effectiveness of Radio Advertising." Chairman: Bill S. Ballinger, MKN Productions, Chicago. Speakers: William B. Hill, manager, Compton Adv., Kansas City; Sid Garfield, president, Garfield & Guild, San Francisco; Charles Luckman, president, Pepsodent Co., New York (asked); Harlow Roberts, vice president, Goodkind, Joice and Morgan, Chicago; Russel Tolg, radio director, BBDO Chicago. Resource Participants: Ted A. Workman, Glenn Adv., Dallas; Claire Cari-Cari. Gardner Adv., St. Louis; John P. Goodwin, Steele Adv., Dallas; Homer Griffith, Homer Griffith Co., Hollywood; Lee Hall, Carter Adv., Kansas City; George Knox, George Knox Adv., Oklahoma City.

3:45 — "Cooperative Programming." Chairman: Allan Miller, director, Rocky Mountain Radio Council, Denver (asked); "State Clearance of Gov't. Programs," Miles Heberer, Dept. of Commerce, Albany, New York; "Central Clearance of Educational Programs," Franklin Dunham, radio chief, U. S. Office of Education, Washington.

6—Dinner. Chairman: M. L. Wardell, U. of Okla.; Presentations to O. U. Alumni-in-Radio: Commissioner, Paul Atlee Walker; Attorney, Walter Emory; Public Relations Representative, Joseph W. Hicks; Newscaster, Calvin Tinney; Announcer, John Walker Swineford; Actress, Muriel Monsel Bremner; Manager, Willard Egolf; Educator, Joseph Callaway; Agency Man, Lowe Runkle; Actor, Norris Goff (remote); Producer, Homer Heck (remote). Session: "United States Radio and the World." Speakers: Kenneth D. Fry, chief, International Division, State Dept., Washington; Jack W. Harris, special consultant to War Dept.; Douglas Ritchie, British Information Services, New York; James Allard, director of public service, Canadian Assn. of Broadcasters and managing director, Ottawa Radio Bureau, Ottawa; Representative of U. S. Navy. Guests of Honor: Sam J. Slate, BBC; Sr. Aya, Mexican Consul.

Friday, Feb. 28

8 a.m.—CBS Broadcast, "Oklahoma Round-Up"—Biltmore Hotel.

8:30—"Hill-Billy Programming." Chairman, Allan Page, production manager, KOMA Oklahoma City. Panel: Harold Safford, program director, WLS Chicago; Hal Horton, KRLD Dallas; John Lair, WHAS Louisville; Hiram Higsbee, KOMA Oklahoma City; Bradley Kincaid, WSM Nashville (asked); Jimmy McConnel, KMBC Kansas City (asked).

8:30—"Announcing." Chairman: Harold Weiss, Southern Methodist U., Dallas; "Transcription Analysis of Current Announcing." Panel: Announcers.

9:45—"Selling Local Programs." Chairman: John Tinnea, asst. station manager, KWK St. Louis; Speakers representing industry. Resource Participants: J. Allen Brown, NAB; Others. "Farm Programming." Chairman: Robert White, director, agriculture and public service, Central Division, ABC. Speakers and panel from industry.

11—"Popular Recorded Music Programming." Chairman: F. M. Randolph, program director, KVOO Tulsa. Demonstration: Rush Hughes, Rush Hughes Radio Features, St. Louis.

12—Luncheon. "Audience Participation Programming." Chairman: Earl Williams, manager, KFOR Lincoln, Neb. Talks: Park Johnson, "Vox Pop."

2-5 p.m.—"Public Relations and Promotion." Chairman: Joseph W. Hicks, public relations, Chicago. Program Participants: Ralph Evans, promotion manager, WOC Davenport, Iowa; E. P. J. Shurlick, promotion, press and merchandising manager, KMBC Kansas City; Martin Campbell, manager, WFAA Dallas; Layne Beaty, WBAP Fort Worth; John W. Fraser, WHB Kansas City; Harold Safford, WLS Chicago; Richard Pack, WOR New York; Charles A. Batson, NAB.

3:30—"Programming by Schools for Commercial Stations." Vernon G. Dameron, National Education Assn., Washington, and John Bachman, director of radio, Southern Methodist U. Chairman: E. W. Ziebarth, WCCO Minneapolis.

6—Dinner. Chairman: O. L. Ted Taylor, Taylor-Howe-Snowden, Amarillo, (asked). Speakers: A. D. Willard, executive vice-president, NAB; Dr. George L. Cross, president U. of Okla. "Role of a University in an Electronic World"; Hugh Terry, KLZ Denver, "Station Vitality."

8:15—"The Radio Commercial." Chairman: William O. Wiseman, promotion manager, WOW Omaha. Speaker: Col. B. H. Palmer, president, Tri-City Broadcasting Co.

Saturday, March 1

9 a. m.—"Management Problems." Chairman: E. K. Hartenbower, manager, KCMO Kansas City. "Should Radio Editoralize", J. Allen Brown, NAB. "Station Organization", Ivar Sharp or Ralph Hardy, KSL Salt Lake City. Other speakers from industry. Panel from industry.

9—"Role of Audio Media in Audio-Visual Education."

10:30—"Community Resources in Programming." Chairman: Harold Fair, director of public relations, WHO Des Moines. Program Participants: "Regional vs. Network Productions." Richard B. Hull, director of radio, WOI Ames, Iowa; "Developing Local Program Resources," H. J. Skornia, Indiana U.; "Cultivating Local Resources," William Ewing, program supervisor, WOSU Columbus; "KOMA's Safety Program," Bill Bryan, ass't. to manager, KOMA; Jean Klos, WHAS Louisville (asked); Lyle De Moss, WOW Omaha; Others from industry. Panel: E. W. Ziebarth, educational director, Central Division, CBS; Vernon Reed, manager, KFH Wichita.

12—Luncheon. "Audience Attitudes." Chairman: Forest Whan, Wichita U. Speakers: "Audience Attitudes," Paul Sheatsley, or proxy, National Opinion Research Center, New York; "Personal Contacts with Listeners," J. E. Pat Garner, manager, KFPW Fort Smith, Ark.; "Making Your Listeners Your Program Advisers," Owen Saddler, KMA Shenandoah, Iowa (asked); "BMB and the Hooperatings," Hans Zeisel, McCann-Erickson, New York (asked). Resource Participants: Kenneth H. Baker, NAB. Others.

2-4:30 p.m.—"Radio News." Chairman: Ken McClure, news editor, WOAI San Antonio. Others.

2—"The Woman Broadcaster and the Manager." Chairman: Julie Bennell, woman's editor, WKY. Panel to be arranged.

3:30—"General Advertising Problems." Chairman: L. A. Blust, commercial manager, KTUL Tulsa; "Sales That Stick," Max Friedman, KSO Des Moines; "Radio Advertising as a Public Service." H. O. Peterson, sales manager, KMA; Clark A. Luther, national sales manager, KFH. Others.

3:30—"The Function of a University in Radio Research."

6:30—Dinner. Chairman: Robert Saudek, public relations director, ABC.

8:15—"Sportscasting." Chairman: Curt Gowdy, KOMA; Ves Box, KRLD—Football; Walt Lochman, KCMO—Baseball; Sam Moeln, KMBC—Boxing; Tom Daley, WOW—Hockey; Curt Gowdy, KOMA—Basketball; John Henry, KVOO—general; Bud Jackson, KVOO—Hunting and Fishing.

Sunday, March 2

8 a.m.—Joint Breakfast. AER and Alpha Epsilon Rho.

10—"School Training for Radio." Chairman: Thomas Rishworth, director of Radio House, U. of Texas; Joint panel of educators and industry representatives.

12—Luncheon. Chairman: Judith C. Waller, director of public services, Central Div., NBC; "When and How to Listen," George Jennings, Radio Council, Chicago Board of Education; "The Army Broadcasts," Capt. Leonard Schmitz, Chief, Radio Section, War Dept.; "Serious Music Programs," John S. Hayes, manager WQXR New York or Bertrand Brown, Composers and Authors Guild, New York (asked).

1:45—"Frequency Modulation." Chairman: O. R. Wright, KOZY and Commercial Equipment Co., Kansas City; Panel arranged by Mr. Wright.

3—"Television Programming." Chairman: Leland Cooley, director of television, McCann-Erickson, New York; Capt. W. T. Lenhart, U. S. Army, Washington; George Moscovics, director of Television sales, CBS (asked); Al Foster, director of radio, Lent Bros. (asked); Reynold Kraft, director of television, NBC (asked); Demonstration equipment by RCA (tentative).

DISCUSSING the first Boston Symphony broadcast under sponsorship of John Hancock Mutual Life Insurance Co., over ABC Jan. 21, are (l to r): Mark Woods, ABC president; Bruno Walter, conductor; Craig Lawrence, general manager of WCOP Boston, originating station; Sydney Winslow Jr., John Hancock, director. A reception was held at the Ritz Carlton in Boston following the broadcast.

MBS to Put Stress On Domestic News

Interest in World News Is Low, Network Official Says

PUBLIC INTEREST in international news has reached its lowest ebb since the end of World War II, A. A. (Abe) Schechter, vice president and news and special events director of MBS, said in Chicago Friday.

Mr. Schechter outlined plans formulated by Mutual to coordinate state and local news coverage for the network's New York office and said that interest in national news far outshadowed foreign broadcasts.

"Despite the threat of atomic warfare and foreign misunderstanding, the American public is sick of news from foreign capitals and of events dealing with foreign sounding names," he declared.

Mr. Schechter defended Mutual's airing of controversial commentators such as Upton Close, saying that freedom of speech gave all people the right of public expression, limited only by the laws of accuracy, libel and slander.

Mutual intends to call on its affiliates for local coverage of news, exclusive of news of nationwide interest carried by wire services, Mr. Schechter said, and is setting up a nationwide system of wire recordings and direct interviews with people who make domestic news.

KTUL in New Home

PREVIEW opening of the new home of KTUL Tulsa was held last Friday night. The CBS affiliate, which formerly had studios atop one of Tulsa's skyscrapers, is now located in its own three-story building of modern construction. KTUL is owned by the Tulsa Broadcasting Co. and operates with 5 kw on 1430 kc. John Esau is station manager.

RAZZLE DAZZLE in groceries

LOST FOUND
SOAP

Supermarkets put the razzle-dazzle into the grocery business and we put business into the supermarkets. Self-service, stimulated with smart merchandising ideas, have paid off. In Pittsburgh, supermarkets now do 51% of the business but are only 12.1% of the total number of outlets. As you know, self-service means the consumer has pre-determined knowledge of the brands she will buy. Advertising does it and WWSW has the influence to do the job for your product here in a concentrated market of a million and a half people. Proof? Well, the two largest independent grocery chains in this market—Thorofare Supermarkets and Donahoe's—use WWSW radio exclusively with programs across the board. And national accounts—better ask Forjoe & Co.

WWSW
ONE DOLLAR

WWSW

More Listeners Per Dollar in Pittsburgh

Pittsburgh's Only Independent & 24-Hour Station—WWSW & FM Affiliate WMOT

WBAL MEAN

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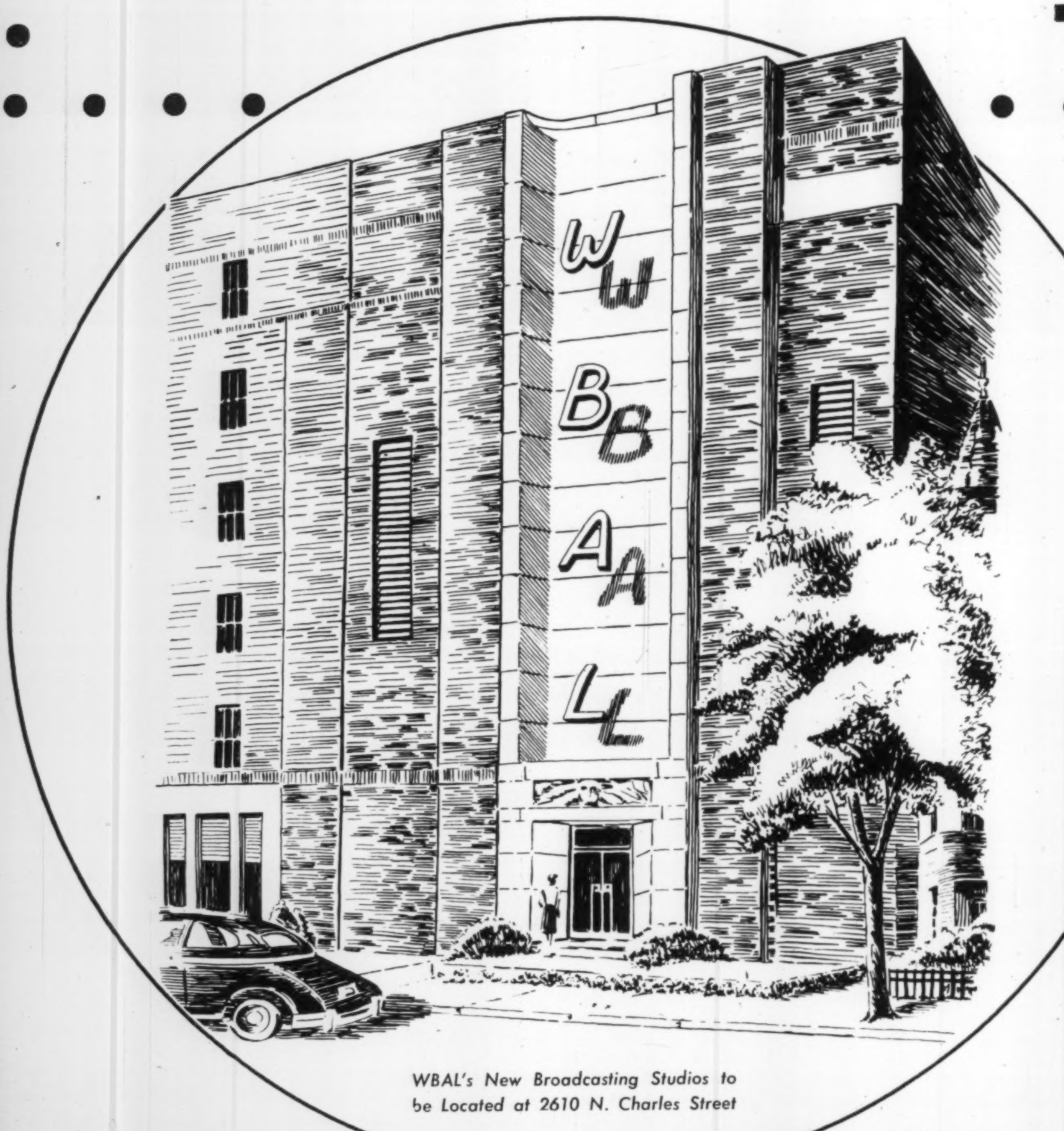

WBAL's New Broadcasting Studios to be Located at 2610 N. Charles Street

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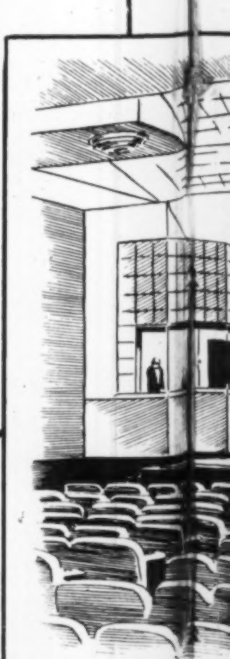


NS BUSINESS

IN BALTIMORE!

Some of WBAL's pre-war plans are now nearing completion.

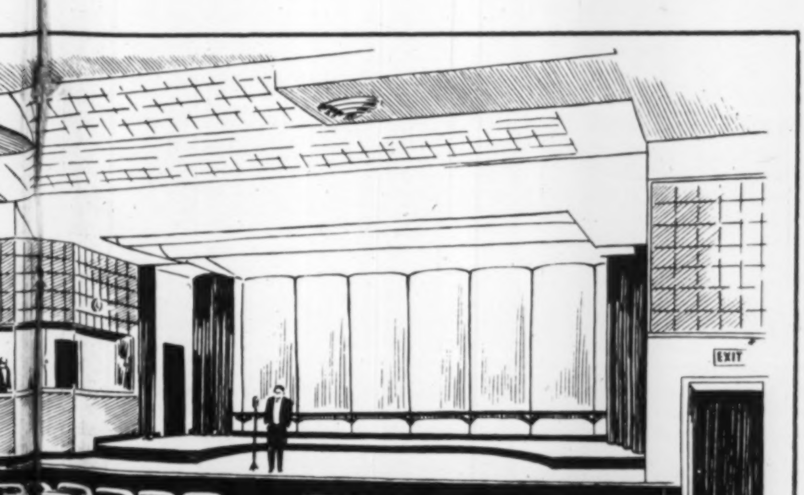
This spring we move into our new home, programs are attaining new heights of excellence and television demonstrations have begun.

These new facilities are designed to match the importance of this great and growing market. Baltimore, now America's 6th city, has been, for over 25 years, the fastest growing big city in the east. And the Baltimore area, rich and stable, is served effectively only by WBAL.

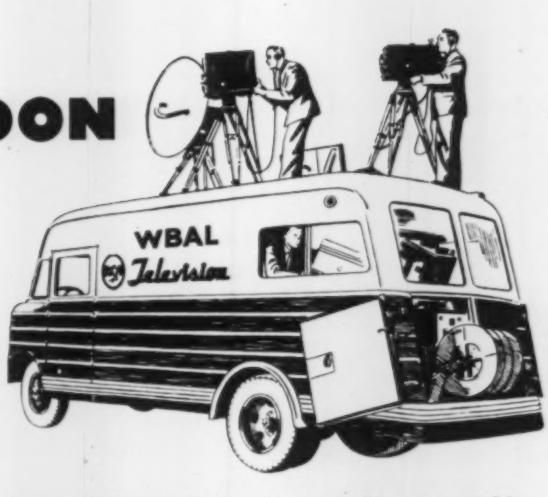
NATIONALLY REPRESENTED
BY EDWARD PETRY & CO.

WBAL

50,000 WATTS • BALTIMORE
NBC AFFILIATE!



SOON



WBAL is bringing Television to Baltimore. Field equipment has arrived and demonstrations have begun. We hope to have our television transmitter in operation by early fall.

Editorial

BMB Report

SINCE word emerged early in the year that Audience Surveys Inc. was sending BMB questionnaires to the BROADCASTING TRENDS management panel, the editorial office of this magazine has been telegrammed, telephoned and lettered by officials of BMB and NAB.

The plea has been, "Don't! It's premature!"

The contention has been: "Station managers can't have made up their minds yet. All they have are their own station reports. They don't have area reports. They don't know what agency use of the service is to be."

We acknowledge that station managers do not know ALL about BMB. But we have found in long years of association with them that they are not tardy in making up their minds where a substantial investment is involved. To say that BMB was accepted at the outset on faith alone, and money invested in it on that basis, is to underestimate the acumen of those who operate radio stations.

BMB was sold to broadcasters through intelligent presentation, and by virtue of the broadcaster's basic understanding of the problem: That radio must have a basic audience measurement formula.

You will find that BMB is extremely well accepted by broadcasters even at this early date. You will discover that already they have undertaken constructive planning on the methods in which they will employ BMB data.

BMB officials, who now face the selling problem of winning support for the next measurement, will find in a study of these preliminary figures the areas in which they must concentrate. They will learn those areas in which they have strongest support. They will be apprised of the major industry criticisms of BMB, and thus be able to provide means of offsetting them.

We do not believe this study was premature, and we are delighted that broadcasters in the main are backing BMB with enthusiasm. It means that they have not lost sight of their fundamental objective, to provide a sound and workable basic audience measurement plan. As long as that objective is kept in sight by those who support BMB financially, there will be a healthy, progressive Bureau.

And in final justification of our purpose in conducting the survey now: BROADCASTING has offered its pages as a forum in the matter of BMB since the protests of an important minority at the NAB National Convention that steamroller tactics denied them an opportunity to freely discuss the Bureau. This survey report is an integral contribution to that forum.

"There will always be Federal officials who believe that they could do a wonderful job of operating the radio networks. Nearly every adult has a little man inside him who considers himself a born expert on at least three or four things. The little man inside all of us is almost invariably certain that he could run a newspaper better than the publishers; he often believes that he knows more about acting than the actors and more about prizefighting than the prizefighters; he is frequently quite persuaded that he understands entertainment better than the professional showmen. Federal officials are much the same as other people.

—Alva Johnston in *The New Yorker*, Oct. 12, 1946.

The Goodyear Approach

A DEPARTURE in program sponsorship that bears close observation has been undertaken on ABC by Goodyear. The only sponsor credit is at the beginning and the end of the half-hour presentation, and that is the bare statement: "Goodyear Presents."

Sunday evening time is being used for the program in the Biblical vein, titled *The Greatest Story Ever Told*. The response, according to the Kudner Agency, has been phenomenal after but two broadcasts. Many of those who wrote said they intended to buy Goodyear products.

There will be those who will clutch at this straw as an argument that all radio can function on a mere sponsor-mention basis. That would be as far from the fact as the reduction of all newspaper and magazine advertising to institutional copy. That would impart little information to the listener or reader and serve only to establish brand-name identity. Advertising would become innocuous and lifeless.

It must be recognized that the Goodyear program may appeal only to a segment of the audience. Moreover, there appears to be an almost ideal marshalling of the components essential for the institutional approach: A national sponsor with a well-established brand name; an inspirational religious vehicle presented at a good hour on the Sabbath; created mood in which price-mention or direct selling would be an intrusion.

There's certainly a lesson to be drawn from the Goodyear experiment. The results will be watched. But by no stretch should they be regarded as looking toward setting of a new standard applicable to all radio on the basis of limited commercial credit.

Statistic: Medians established in the 104 reports of the "Continuing Study of Newspaper Readership" show radio programs and news to rate 52% readership among men, 56% among women. That's crowding the readership given such popular features as editorials, comics, financial and society news.

Radio's New No. 1 Spot

FOR AS many years as we can remember, Washington's press corps has given annual dinners to the President, his cabinet, and others selected from Federal officialdom. The key events have been those of the White House Correspondents Assn. and the National Press Club. The custom has been for the major networks to contribute the talent for such events. The credit, of course, has gone to the organizations—not to radio.

Four years ago the Radio Correspondents Assn., made up of the then rather small group of news men and commentators who were assigned to Washington, held its first annual dinner. It was a comparatively small gathering, paralleling the size of the radio news corps.

On Feb. 1, the Radio Correspondents Assn. held its fourth annual dinner. Attendance was nearly 450, including the President, most members of his cabinet, a substantial number of members of Congress, officials of the networks and of many nearby stations, and the radio news corps. The talent, contributed by the four networks, was top-flight. The President enjoyed it, but following custom, his observations were off-the-record. Other public figures liked it.

The concensus was that radio now enjoys the prestige of sponsoring the best of the annual dinners to the President. And radio is getting the credit for it. That's as it should be.

For haven't the surveys shown that radio is the No. 1 news medium?

Our Respects To—

ERNEST AUSTIN WEIR

A YEAR BEFORE any national radio network on this continent attempted Sunday afternoon symphonic broadcasts, the Toronto Symphony Orchestra was aired Sunday afternoons as a feature by the Canadian National Railway's network across Canada. The man who pioneered this radio service was Ernest Austin Weir, at that time director of radio for the Canadian National Railways, and since 1937 commercial manager of Canadian Broadcasting Corp.

Austin Weir is well-known among American network officials, for all American sponsored network programs piped into Canada must have his okay. All Canadian commercial network business is reviewed by Austin Weir before it goes on the air, for the CBC controls all network broadcasting in Canada. Major problem of the CBC commercial manager is to find enough time to handle all the sponsored network programs which Canadian and American advertisers wish to place on the CBC's three networks, Trans-Canada, Dominion and French. The CBC, as a publicly-owned system, cannot sell all evening network time commercially, must also supply sustaining network programs.

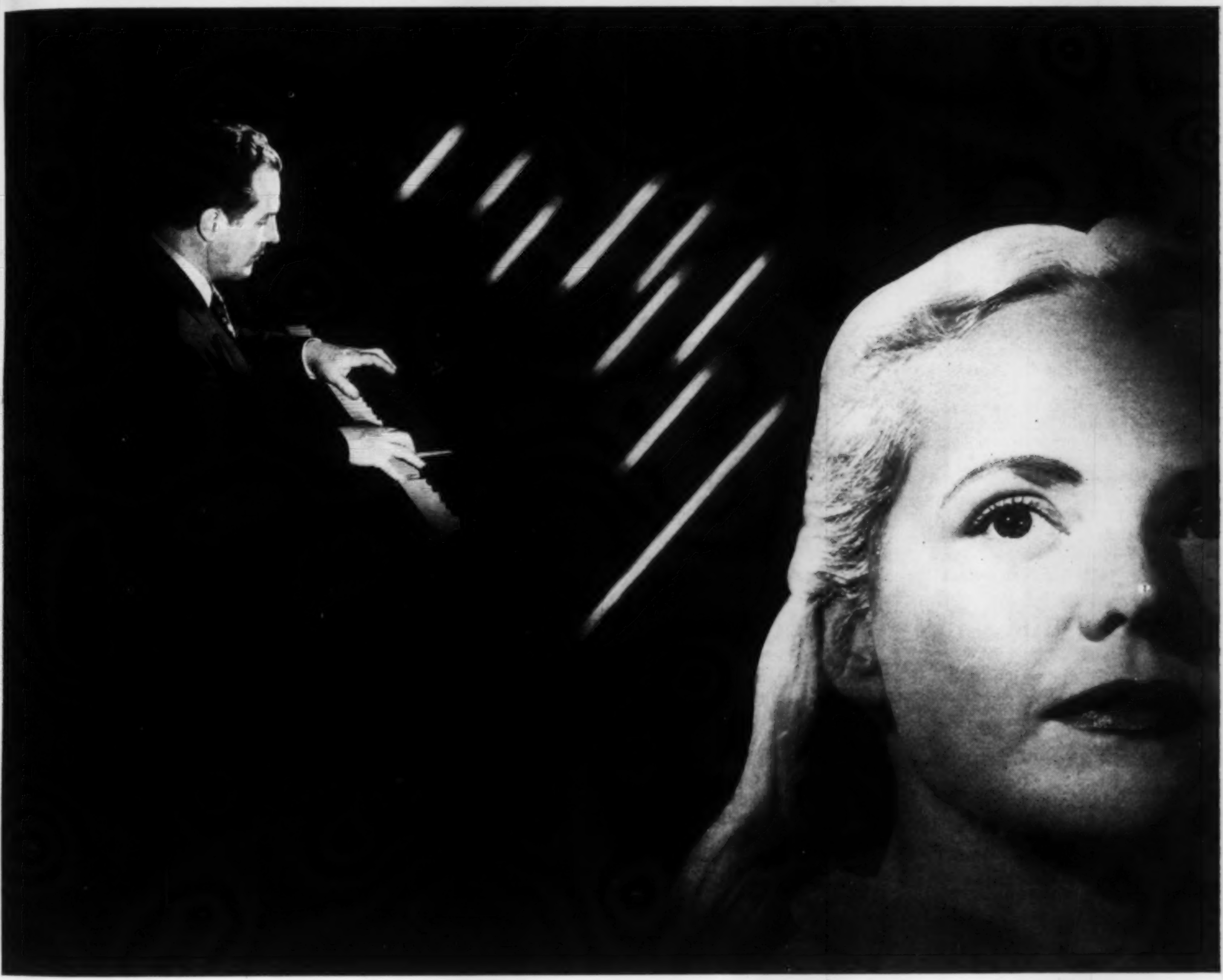
When Austin Weir came into Canadian broadcasting in 1929 he had a wide variety of Canadian and European experience to bring to the new art. Appointed director of radio that year for the Canadian National Railways, with stations at Moncton, Ottawa, Montreal, Toronto, Winnipeg and Vancouver, he decided to join the stations in a network for Sunday afternoon symphonic concerts.

The railway also held phantom licenses for use on stations other than its own when it wanted to use such stations, and the Sunday afternoon network covered more than the six stations owned by the railway.

He also brought to the railway's network hour-long dramas, operas and plays in both French and English, and utilized it to bring many special events to all parts of Canada.

This early Canadian network, operated by the government-owned railway, played an important part in laying the foundations for a nationalized broadcasting system in Canada. Mr. Weir was an important witness before the Royal Commission on Radio Broadcasting, which brought in its recommendations for nationalization of Canadian broadcasting in 1929. When as a result of this Royal Commission the Canadian Radio Broadcasting Commission was formed in 1933 it took over as a nucleus for the nationalized system the stations of the Canadian National Railways, and Austin Weir became a member of the CRBC's

(*Continued on page 50*)



Concerto for Listeners

A love for good music makes her listen to WQXR. This love for good music also compels more than half a million New York families—a city within a city—to turn to WQXR for 62% of their radio listening time. They find WQXR a daily source of inspiration and relaxation. Over 40,000 pay $1 a year for WQXR's Monthly Program Guide.

These music-loving families are a valuable market. Their above-average incomes and discriminating tastes create a medium which delivers better sales today... consistent buyers tomorrow. For steady results—use WQXR... "New York's Most Beloved Radio Station"... famed for good music and the news bulletins of The New York Times.

WQXR

AND FM STATION WQXQ

***Radio Stations of* The New York Times**

Respects

(*Continued from page 48*)

executive. When a Parliamentary Radio Committee delved into the affairs of the CRBC in 1943 and 1936, he appeared before the committee.

In 1936 Canadian Broadcasting Corp. was formed to succeed the CRBC, but Mr. Weir did not join the new organization for he had parted with the CRBC prior to its demise to enter commercial radio, handling transcriptions from Toronto for a large number of Canadian stations. However, his experience with network broadcasting brought him to the CBC in 1937 when the demand for commercial network time grew to importance. He established the commercial department of the CBC, and has battled ever since with the CBC program department for more and more commercial time to meet the demands of Canadian and American advertisers. When all the time that could be used on the Trans-Canada network had been sold out, he lined up a second transcontinental network, the Dominion, and expects to see that blossom out into a 16-hour daily network early in 1947. The French-language stations were also lined up into a French network, and the latest Parliamentary Committee has recommended a second French-language network, bringing more time for Mr. Weir's French commercial department to sell to pay for the sustaining features.

Austin Weir does not look his years. A cheerful man, he manages to keep young despite his heavy responsibilities as supervisor of all commercial network broadcasting in Canada. Born on a farm at Randwick, Ontario, on July 25, 1886, he graduated from Meaford High School, and became a school teacher. Interested in farming he went to the Ontario Agricultural College at Guelph, and graduated in 1912, joining the Ontario Dept. of Agriculture.

Like so many other young eastern Canadians of that time he felt the future was in western Canada, and set out for Calgary, where he became advertising manager of the *Farm and Ranch Review*, later editor of the *Nor' West Farmer* and assistant editor of the *Grain Growers Guide*. Moving a little eastward to Winnipeg, he became chairman of the board of trustees of the Province of Manitoba Savings Office. In 1924 the Canadian National Railways offered him a post in London, England, to take charge of colonization advertising and press publicity, and while on this work he travelled extensively in Europe. While in England he came in contact with the British Broadcasting Corp. and when the Canadian National Railways asked him to take charge of their radio stations, he was not entirely a new-comer to broadcasting.

His early experiences in farming were largely responsible for his purchase of a 100-acre farm near Toronto in 1941, where he indulges in his hobby of raising pure-bred Jersey cows. He is married and has three children.

GET IN THE RACE

The race for business is on and we're ready to help you hold that front place. WSGN has a head start with the daytime audience. (8 am-6 pm.) In fact, we attract 28.3% of these potential listeners 61 miles away in Gadsden.* That's over 3 times the audience of any other Birmingham station. So, for coverage look to WSGN.

* 1946 Conlan survey

ALABAMA'S BEST BUY FAR!

WSGN

THE NEWS - AGE - HERALD STATION

BIRMINGHAM 2, ALABAMA

Represented Nationally By Headley-Reed

Blizzard - Hit City Given Radio's Aid

Milwaukee Stations on Air 24 Hours a Day in Emergency

EMERGENCY 24-hour service by Milwaukee's four stations—WISN, WEMP, WFOX, and WTMJ—provided a clearing house of information to city residents, snowbound in one of the worst blizzards of recent history. Through four critical days during which a record fall of 21 inches of snow closed schools and factories and blocked all transportation save railroads into the city, the stations kept essential messages flowing over the air to stranded storm victims, cited highway conditions and helped coordinate the activities of rescue crews.

WISN broadcast urgent safety instructions from the police and fire departments and aired frequent news summaries and descriptions of missing persons.

WEMP, answering an emergency call from a prospective father, broadcast an appeal which brought an army snowplow to the aid of the couple and transported the expectant mother to a local hospital with only moments to spare.

WFOX took part in inaugurating a public snow-shoveling campaign, and received congratulations from Chief of Police Polcyn.

WTMJ provided a "newspaper of the air" when it became impossible for papers to make their deliveries. The *Milwaukee Journal* station broadcast the paper in its entirety in three installments during the day.

WGIL's Antenna Toppled, Station Now Back on Air

WGIL, Mutual affiliate at Galesburg, Ill., resumed operation Monday morning, Feb. 3, after having been off the air since Wednesday evening, Jan. 29, as a result of the most severe winter storm in Galesburg's history. The storm toppled the station's seven-ton tower.

Mutual lines between Galesburg and Peoria were disrupted and WGIL improvised live and transcribed shows pending resumption of the MBS service. With its staff working extra-long shifts to get the station back on the air, WGIL was able to resume after the FCC had granted permission to erect a temporary antenna (30-day emergency grant).

JACK F. McKINNEY, representative for Echophone division of Hallicrafters Co., Chicago, has been appointed southwestern regional representative for firm's entire line.

News

MICHAEL ROSHKIND, former ABC news editor, has been appointed manager of the network's special events division. Mr. Roshkind will be succeeded by **ROBERT BROWN**, former executive news editor in charge of radio for INS. **JOHN McTIGUE** of ABC's special events department, has been appointed assistant manager of the department.

JOHN LaCERDA, correspondent of WPEN Philadelphia, now on assignment in South America, during next two months will report living and business conditions there in broadcasts from San Juan, Rio de Janeiro, Buenos Aires, Santiago, Valparaiso, Lima, Quito, Guayaquil, Bogota and Mexico City.

GEORGE MOORAD, commentator with KGW Portland, Ore., is author of "Behind the Iron Curtain," which has been accepted by King Features Syndicate for newspaper serialization. Prior to joining KGW Mr. Moorad was a CBS correspondent in Russia and other parts of the world.

DEAN LUCE, sportscaster at WARL Arlington, in addition to present duties is handling Uline Sports Arena public address system four nights a week for play-by-play description of professional ice hockey and basketball games.

JAMES R. SCHLOSSER, Coast Guard veteran, has joined news writing staff of WTMJ-FM Milwaukee.

MABEL JOHNSON, freelance correspondent, has joined the news staff of CKOV Kelowna, B. C., as correspondent and business agent at Vernon, B. C.

DAVE ROBBINS, news chief of CKOC Hamilton, Ont., became the father of a girl Jan. 22.

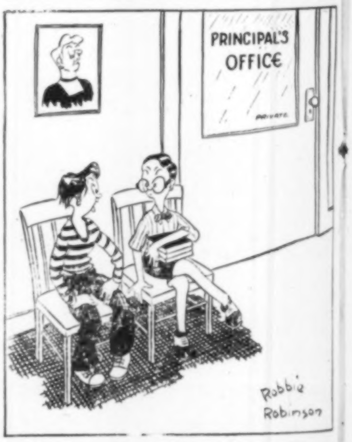
MARK K. NICHOLS, night news editor of AFRS shortwave division, is father of a boy born Jan. 29.

MILTON S. WOLKEN, sports director of KSTT Davenport, Iowa, has married Hyleen Stewart of Moline, Ill.

WKBH La Crosse, Wis., news department is conducting a survey of farmers' marketing habits in that area by a poll of county agents. Information will be used to check on market report programs and as aid to press association serving station.

Modern Daniel

GENE AMOLE, KMYR Denver special events announcer, Feb. 10 plans to enter a cage of 40 lions and tigers, accompanied by Trainer Terrell Jacobs, to give first hand description of opening performance of the Denver Chamber of Commerce circus. Gene also hopes to climb trapeze tower to interview trapeze artists as they come off the swing.

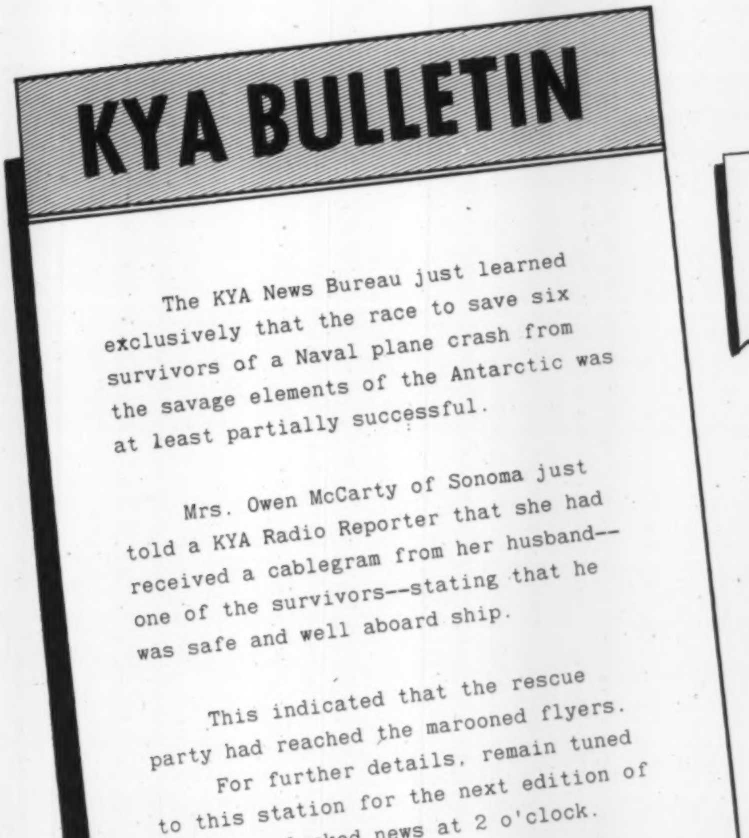


"Gee, Percy—did you stay home to hear the Breakfast Club on WFDF Flint, too?"

KYA-SCOOPS NATION!

"Scoop" is supposed to be an archaic word in newspaper jargon. But when we get one like this, we still call it "scoop"!

On Sunday, January twelfth, 1947, it was known that rescuers were on their way to the six survivors of a Navy plane that had crashed in the frozen Antarctic wastes • All through Sunday morning, the world waited for word that the dramatic meeting had occurred • Then at 1:15 P.M. (PST), KYA News Bureau broke a commercial program to flash this bulletin:



KYA BULLETIN

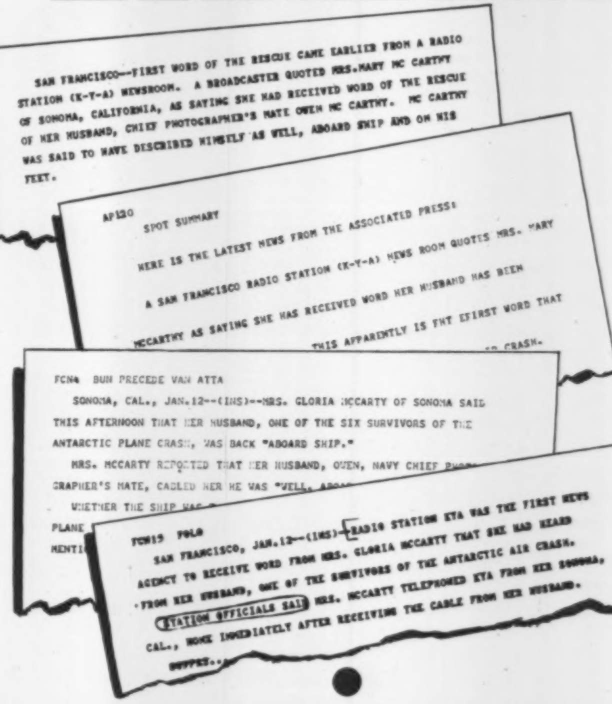
The KYA News Bureau just learned exclusively that the race to save six survivors of a Naval plane crash from the savage elements of the Antarctic was at least partially successful.

Mrs. Owen McCarty of Sonoma just told a KYA Radio Reporter that she had received a cablegram from her husband--one of the survivors--stating that he was safe and well aboard ship.

This indicated that the rescue party had reached the marooned flyers. For further details, remain tuned to this station for the next edition of KYA time-clocked news at 2 o'clock.

●

THEN THE WIRE SERVICES PICKED IT UP



SAN FRANCISCO--FIRST WORD OF THE RESCUE CAME EARLIER FROM A RADIO STATION (K-Y-A) NEWSROOM. A BROADCASTER QUOTED MRS.MARY MC CARTHY OF SONOMA, CALIFORNIA, AS SAYING SHE HAD RECEIVED WORD OF THE RESCUE OF HER HUSBAND, CHIEF PHOTOGRAPHER'S MATE OWEN MC CARTHY. MC CARTHY WAS SAID TO HAVE DESCRIBED HIMSELF AS WELL, ABOARD SHIP AND ON HIS FEET.

AP120

SPOT SUMMARY

HERE IS THE LATEST NEWS FROM THE ASSOCIATED PRESS:

A SAN FRANCISCO RADIO STATION (K-Y-A) NEWS ROOM QUOTES MRS. MARY

MCCARTHY AS SAYING SHE HAS RECEIVED WORD HER HUSBAND HAS BEEN

THIS APPARENTLY IS THT EFIRST WORD THAT

CRASH.

FCN4 BUN PRECEDE VAN ATTA

SONOMA, CAL., JAN.12--(INS)--MRS. GLORIA MCCARTY OF SONOMA SAID THIS AFTERNOON THAT HER HUSBAND, ONE OF THE SIX SURVIVORS OF THE ANTARCTIC PLANE CRASH, WAS BACK "ABOARD SHIP."

MRS. MCCARTY REPORTED THAT HER HUSBAND, OWEN, NAVY CHIEF PHOTO-GRAPHER'S MATE, CABLED HER HE WAS "WELL, ABOA

WHETHER THE SHIP WAS

PLANE

MENTI

FCN19 POLO

SAN FRANCISCO, JAN.12--(INS)--RADIO STATION KYA WAS THE FIRST NEWS AGENCY TO RECEIVE WORD FROM MRS. GLORIA MCCARTY THAT SHE HAD HEARD FROM HER HUSBAND, ONE OF THE SURVIVORS OF THE ANTARCTIC AIR CRASH. STATION OFFICIALS SAID MRS. MCCARTY TELEPHONED KYA FROM HER SONOMA, CAL., HOME IMMEDIATELY AFTER RECEIVING THE CABLE FROM HER HUSBAND. SUPPER..

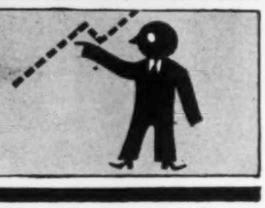
●

Alert coverage by the KYA News Bureau 18 hours a day makes this sort of service an accepted occurrence for on-the-hour news listeners.

Consult Adam J. Young, Jr., Inc.
New York and Chicago for News availabilities.

KYA
SAN FRANCISCO

AGENCIES



JANE RICHTER, manager of new business department of Lit Bros., has resigned to open her own office at 920 Walnut St., Philadelphia, to specialize in radio, direct mail and copy for all printed media. At Lit Bros. Miss Richter was in charge of all radio programs, direct mail and credit promotion.

BUXTON P. LOWRY, former copywriter with Henri, Hurst & McDonald, Chicago, has joined the G. M. Basford Co., New York, as account executive. Mr. Lowry served with the Navy during the war.

RAY SIMMS, formerly in promotion with WCAX Burlington, Vt., has joined Kenyon & Eckhardt, New York, as assistant to **FRANK PALMER**, chief timebuyer of the agency. Mr. Simms succeeds **MARION PARHAM**, resigned.

NANCY HUGES, former director of promotion at Ellington & Co., New York, and prior to that with N. W. Ayer & Son, has joined St. Georges & Keyes, New York, as director of specialized and fashion advertising.

WILLIAM H. RANKING Adv., New York, has moved to larger quarters at 123 E. 39th St.

RAY AUSTRIAN, formerly with the Williams Adv., New York, has formed his own agency, Ray Austrian & Assoc., at 16 E. 41st St., New York.

FREDERICK W. BOGERT, formerly with Tide magazine and prior to that with Stars and Stripes as news editor, has joined the publicity department of Benton & Bowles, New York.

CLIFFORD L. FITZGERALD, vice president of Dancer-Fitzgerald-Sample, Chicago, has been appointed vice chairman of the drive in charge of promotion, American Red Cross fund campaign, Chicago area. **HARLOW ROBERTS**, vice president of Goodkind, Joice & Morgan, Chicago, has been named vice chairman of the promotion committee.

HORTENSE MacDONALD, formerly in charge of public relations at Lennen & Mitchell, New York, has joined Robert W. Orr & Assoc., New York, in the same capacity.

G. F. MacCABE, formerly with MacLaren Adv., Toronto, has joined E. W. Reynolds & Co., Toronto, as account executive.

ARMAND GAZURIAN, former production manager of Broadway Department Store, Los Angeles, has joined Jere Bayard & Assoc., that city, in similar capacity. **JOYCE GLASER**, formerly assistant advertising manager of Buck's Department Store, Wichita, has joined agency as account executive.

CORNWELL JACKSON, vice president and manager of J. Walter Thompson Co., Hollywood office, has been elected president of Los Angeles Tennis Club.

AUSTIN PETERSON, vice president of Ted Bates Inc., Hollywood, is in New York for 10 days conferring with agency executives on summer replacement shows.

EMILE (Mike) J. HUBER, partner of Schoenfeld, Huber & Green, Chicago, has been appointed to the faculty of Northwestern U. Summer Radio Institute. He will lecture on radio station advertising and promotion. Prior to entering the agency field, Mr. Huber was advertising and sales promotion manager of ABC.

ANNA RECORDS, former traffic coordinator of Glasser-Gailey & Co., Los Angeles, has joined Bozell & Jacobs, that city, as production manager.

EDWARD B. LYMAN of Foote, Cone & Belding, New York, has been appointed chairman of the national program committee of the graphic arts division of the American Public Relations Assn., and **MARION HARPER Jr.**, vice president in charge of research of McCann-Erickson, New York, has been appointed manager of the research division and a member of the board of governors of the association.

LEO SOLOMAN, former writer on CBS "Durante-Moore Show," and **EL HELWICK**, previous script writer of J. Walter Thompson Co., Hollywood, have joined Ted Bates Inc., that city, as writers on NBC "College of Musical Knowledge."

JOHN F. WHITEHEAD, account executive of Fritzen Adv., Los Angeles, has resigned to open his own agency under firm name of John F. Whitehead & Assoc. at 7904 Santa Monica Blvd. Telephone is Hillside 0211.

MARTIN R. KLITTEN, co-owner of Klitten & Thomas, Los Angeles agency, broke his leg Jan. 25.

JOHN KRIMSKY, account executive of Buchanan & Co., New York, is in Beverly Hills, Calif., to begin contact duties in agency's motion picture division.

AYER & GILLETT, Charlotte, N. C., has been elected to membership in American Assn. of Advertising Agencies.

OLIVER CAREY, former supervisor of all purchasing and production planning of Daggett & Ramsdell, New York, has been appointed production manager of the company. **NEVA BRADLEY**, formerly in charge of package development and publicity of the firm, has been appointed sales promotion manager.

DOHERTY, CLIFFORD & SHENFIELD, New York, has organized a department which will operate exclusively in the field of medical professional advertising with its own research, copy and art divisions. Among the accounts handled will be Bristol Labs., Syracuse, and the professional advertising of Ipana, Sal Hepatica, Mum, Trushay, Minit-Rub and D.D. Toothbrushes for Bristol-Myers Co., New York, effective March 1.

HOWARD V. McKEE, formerly in the production department at Lawrence Fertig & Co., New York, has joined Charles Dallas Reach Co., New York, as assistant research director.

JUNE HOLLISTER, former advertising manager of Jay Thorpe Inc., New York, has joined Lester Harrison Inc., New York, as account executive.

VERA MUENZER, former assistant treasurer of Anderson, Davis & Platte, New York, has been appointed assistant secretary in charge of media of the agency. **GRACE T. DOOLING** has succeeded Miss Muenzer as assistant treasurer.

JOHN J. O'ROURKE, San Francisco, has formed John O'Rourke & Assoc. to succeed firm of Farrar & O'Rourke. Temporary offices are at 255 California St.

RYDER & INGRAM, Oakland, Calif., has been elected to membership in the American Assn. of Advertising Agencies.

NANCY FINKLESTEIN, formerly with KXL Portland, Ore., has joined the Pacific National Adv., same city, as copywriter.

CARVEL NELSON, formerly with the Pacific National Adv. and Adolph Bloch Adv., Portland, Ore. has opened his own agency in that city.

ALLEN, CLENAGHEN & SMITH, Portland, Ore., has moved to larger quarters at 1135 S.W. Yamhill. New appointments to staff include **PAULINE WOOLSEY, WILLIAM WEBER, RAY ELLISON** and **POLLY GORDON**.

PETER HURST, former San Francisco manager of McManus, John & Adams and more recently with Fielder, Sorensen & Davis, transit advertising, has been appointed vice president and director of the Harrington & Buckley, San Francisco.

New CCNY Course

SPECIAL course in "Copyright and Business Practices of the Publishing and Entertainment Industries," will be offered by the School of Business and Civic Administration of the City College of New York during the forthcoming spring term. Robert J. Burton, head of the BMI legal department, will conduct course.

Politicos Agreed Radio Did Big Job

Campaign Cost Figures Indicate Heavy Role in Elections

COST of radio campaigning to the Democrats and Republicans gives only an incomplete picture of the part the airwaves played in the 1946 Congressional contests, spokesmen for both parties agreed. Although the GOP National Committee paid less than half as much—about $30,000, according to figures filed with the House Clerk—as the more than $65,000 spent on radio by the Democratic National Committee, much of the ether campaigning was on "free" or public service programs.

No Local Figure

At the same time, figures carried on the books of the Clerk's office give no indication, nor is such information available, of the outlay by state and local political groups which contributed heavily to the airing of party platforms preceding the elections of last Nov. 4.

GOP Director of Radio Edward T. Ingle, estimated that between $10,000 and $15,000 was spent by the National Committee on transciptions alone. These programs, he said were "tremendously effective" in reaching a wide audience, and stimulated reaction all over the country, as testified by a flood of telegrams, and letters.

A good part of the Democrats' radio budget—about $45,000—went to the purchase of network time, according to an estimate of Democratic National Committee Treasurer George L. Killion.

CREI TV Course

NEW STREAMLINED home study course in television is being offered by Capitol Radio Engineering Institute, Washington. Consisting of 70 sections, course covers range from fundamental ideas and relative mathematics through optics, circuits, tubes, etc. to survey of color television.

you're in good company on KMPC*

Albers Milling Company
Bank of America
Bulova Watch Company
Cat's Paw Rubber Heels
Circus Peanuts
Colgate-Palmolive-Peet
Fisher Flouring Mills
Kool Cigarettes

Langendorf Bread
Milani Foods
Pacific Telephone & Telegraph
Rit Dye
Saturday Evening Post
Simoniz Company
Vick Chemical Company

KMPC*

50,000 WATTS • 710 KC • LOS ANGELES
G. A. RICHARDS, PRESIDENT • R. O. REYNOLDS, VICE PRES. & GEN. MGR.
REPRESENTED BY PAUL H. RAYMER COMPANY

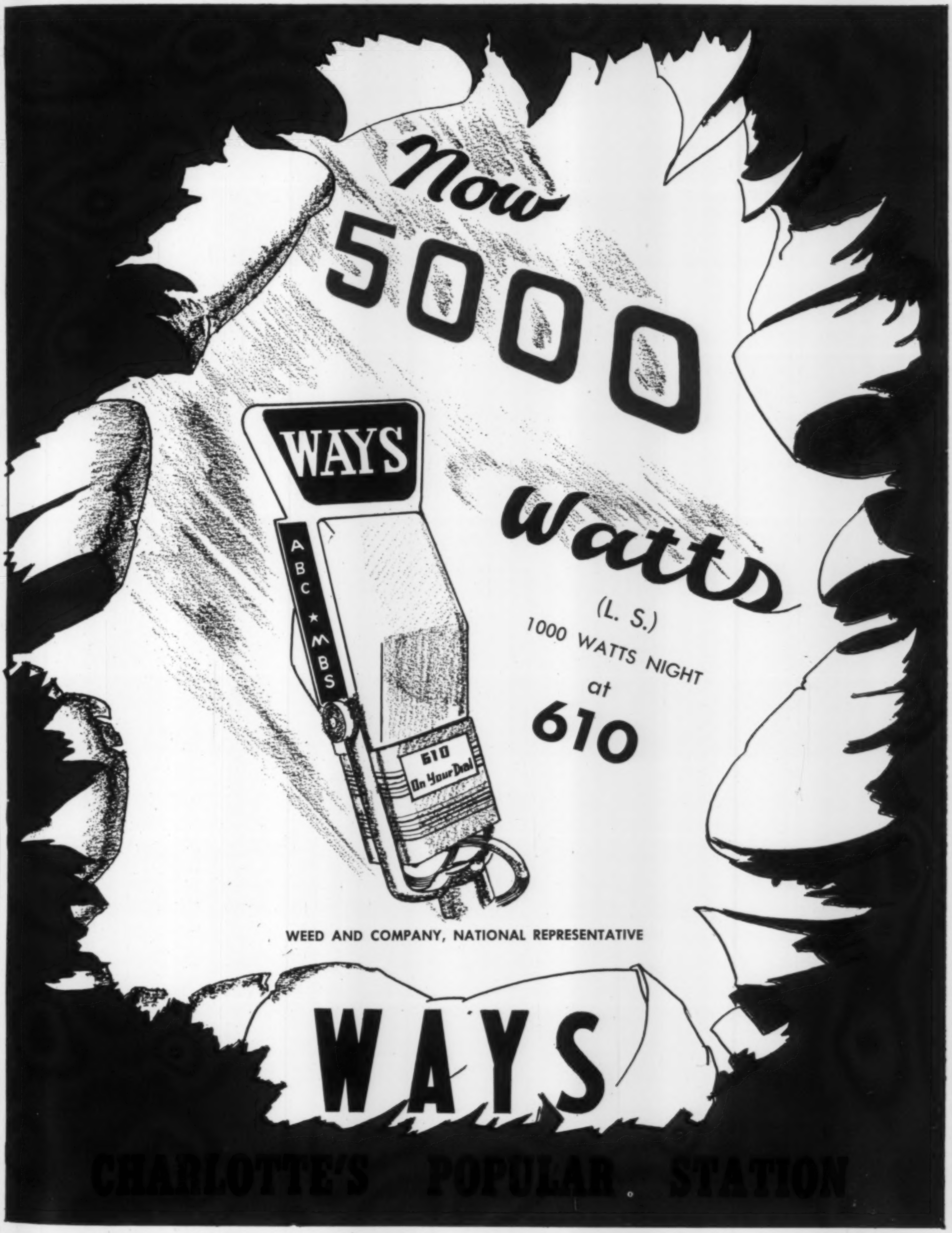
*Pays Consistently

SPORTS!
MUSIC!
NEWS!

PHILADELPHIA'S No. 1 Independent

10,000 Watts WIBG

REPRESENTED: Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street


WAYS
ABC ★ MBS
610
On Your Dial

Now 5000 Watts

(L. S.)
1000 WATTS NIGHT
at
610

WEED AND COMPANY, NATIONAL REPRESENTATIVE

WAYS

CHARLOTTE'S POPULAR STATION

PRODUCTION

DICK GILBERT, for four years with WHN New York where he was featured on his own daily program, has been named program director of Sun Country Broadcast Co. He will be in charge of programs and program personnel for the two networks which Sun Country will operate and broadcast over KPSC and KPSC-FM Phoenix, KTSC and KTSC-FM Tucson, and proposed new AM and FM outlets at Flagstaff, Ariz.

RUSSELL AMBRUSTER, former director of the "Hour of Charm" program, has joined WINS New York as night supervisor and program producer, succeeding **JOHN POINDEXTER**.

EDWARD R. EVANS, formerly with Pathe RKO News where he directed news films, has been appointed film supervisor at WCBS-TV New York succeeding **HANS BURGER**, who resigned to become script and production supervisor in the motion picture department at the UN.

JOHN DUNHAM, for five years staff announcer of WBBM Chicago, and **MARK PERKINS**, freelance actor and record m.c. of that city, have joined WTOD Toledo.

RAY SINCLAIR, graduate of NBC announcers school, has joined WJNC Jacksonville, N. C.

FREEMAN GOSDEN, who portrays Amos on NBC "Amos 'n' Andy," is recovering from a kidney operation. Guest talent is filling in on program during his absence.

GENE STEPHENS, staff announcer at WLBR Lebanon, Pa., has resigned to join WGPA Bethlehem, Pa.

FRAN HART and **MURIAL WILLIAMS**, prominent in theatre and modeling, Feb. 3 took over newly created posts of editor and assistant editor, respectively, of "Women's Radio Journal," show heard daily 9:30-10 p.m. on WBZ Boston and WBZA Springfield,

RUTH BARNARD, operations director of Don Lee Broadcasting System, Hollywood, resigns effective Feb. 21 to be married.

FRANK THOMAS Jr., announcer and record m.c. at WBUY Lexington, N. C., has married Willa Veigh Ward of Denton, N. C.

WAYNE SANDERS, program director of KTUC Tucson, Ariz., for five years, has resigned effective Feb. 10 to become general manager of KCNA Tucson, new local outlet. He is succeeded at KTUC by **GERRY O'BRIEN**, with that station for five years. Mr. O'Brien has been in Arizona radio for seven years and in the industry for 11 years.

Mr. O'Brien

CLAIRE GIBSON, women's commentator of WONS Hartford, Conn., has returned to the station after a two weeks' illness. During her absence members of the St. Joseph College radio class conducted her program. Class is directed by Station Manager **RALPH D. KANNA**.

RUPE WERLING, production manager of WIBG Philadelphia, is to teach radio course at Columbia Institute, that city.

ECHO GUIOU ROSE, who prior to war produced radio programs for Omaha Junior League over KOIL Omaha, has been appointed director of "Amateur Playhouse" on KOAD Omaha. During the war Mrs. Rose did dramatic work over Emissora Nacional, Lisbon, Portugal.

JOSEPH DERBYSHIRE, producer of KYW Philadelphia, is in Bryn Mawr Hospital for a tonsillectomy.

TONY WHEELER, announcer of WFIL Philadelphia, has been released from the Bryn Mawr Hospital after a serious illness and is recuperating at his home before returning to the station.

ED BLACK, member of the program department of KNAK Salt Lake City, has been named program director to succeed **EDDIE DENKEMA**, resigned.

JAMES BETTIS, record m.c. of the Pacific Northwest, is new addition to KNAK program staff, assigned to "Centennial Express" all-night show.

DON NORMAN (Norman Dorb), former WCAP Asbury Park, N. J. announcer, has joined WIS Columbia, S. C.

DON MILOE, recently resigned continuity head of KOMA Oklahoma City, is in Hollywood to promote his musical idea show "Holiday."

EUGENE KILHAM, former freelancer and previously with KROY Sacramento, Calif., KOA Denver and WOR New York, has joined production staff of WBZ Boston and WBZA Springfield.

GEORGE M. CLARE, staff producer at KMOX St. Louis, has been named production manager.

FRANCES RICE, former continuity director of WIL St. Louis before joining the WAC for wartime service, has rejoined WIL as copy chief.

JACK STEWART, production manager of W6XAO Hollywood, Feb. 11 talks on "Creative Television Writing" at Hollywood Academy of Television Arts and Sciences meeting.

MAX HUTTO, NBC Hollywood producer, is the father of a girl born Feb. 3.

HAL KANTER has been added to Hollywood writing staff of NBC "Amos 'n' Andy."

JOHN TILLMAN, CBS announcer, and his wife, the former **PATRICIA VOILS**, former CBS script writer, became the parents of a boy, John 3d, born at Doctors Hospital, New York, Feb. 2.

KAY ANDRE, formerly of publicity department of Lockheed Aircraft Corp., has joined production staff of CBS "Free for All" in Hollywood.

ED HELWICK has resigned from J. Walter Thompson Co., Hollywood, to handle script for NBC "College of Musical Knowledge."

JAMES H. GARRETT, formerly of WDRC Hartford, has joined the announcing staff of WJR Detroit.

CLYDE NEWBERRY, former announcer and traffic manager for KPAC Port Arthur, Tex., has joined WFAA Dallas as continuity writer.

GENE LAVALLE, former freelance actor, has joined production staff of WJR Detroit. He will handle "Quiz of Two Cities" and "Round the World."

RAI PURDY, president of Rai Purdy Productions, Toronto, has been appointed director-producer of Borden Co. "Canadian Cavalcade" CBC Trans-Canada network program.

ROBERT AMOS has been appointed production manager of CKOC Hamilton, Ont., moving up from program director.

BILL HARPEL, announcer of KGFJ Hollywood, and Rima de Groot, motion picture dancer, are to be married in Albuquerque Feb. 22.

DAVE NOWINSON, writer of KFI Los Angeles, has been appointed an instructor of Fundamentals of Radio Station Writing for the UCLA-NBC Radio Institute.

MARGARET HARRISON, field representative of Seventeen Magazine, is in Hollywood arranging details of Feb. 17 broadcast of "It's Up to Youth" on MBS.

FRANK FOX and **BILL DAVENPORT**, Hollywood comedy writers, have been signed to write CBS "Sweeney & March" program.

Tinsley Names Two

R. C. EMBRY, sales manager and assistant to the president of WITH Baltimore, has been named vice president, and Richard Rudolph, former account executive, is now assistant sales manager, it was announced last week by Thomas Tinsley, president of the station.

Susan Adams to Edit New General Mills 5-Day Show

SUSAN ADAMS will leave her post as food editor of *McCall's* magazine soon to become editor-in-chief of *Betty Crocker Magazine of the Air*, new General Mills program, Edward G. Smith, radio director of General Mills, has announced. The new program will be aired over a split network of ABC Mon.-Fri., 10:25-10:45 a. m. beginning March 24. It will originate in New York.

Mrs. Adams

General Mills is planning to open a new office and test kitchen in New York for Mrs. Adams and her staff. Three associate editors will work with her in developing script material. They are Elin Boucher, formerly of Dancer-Fitzgerald-Sample; Toni Taylor, feature writer for national women's magazines; and Virginia Klose, radio writer and dramatist specializing in women's problems and family humor.

Show Production Inc., New York, a subsidiary of Dancer-Fitzgerald-Sample, will be in charge of *Betty Crocker Magazine of the Air*, which will be presented in the interest of the entire General Mills line of grocery products.

James O. Jones

JAMES O. JONES, part owner of WGCM Gulfport, died Jan. 24 in Memphis, following a heart attack. He was the father of Hugh O. Jones, WGCM general manager, and W. Eugene Jones, both also part owners in the station. In 1901 the late Mr. Jones founded the Jas. O. Jones advertising and publishing firm in New Orleans. He retired from active business 18 months ago. Surviving are his widow, a daughter, and two grandchildren besides his two sons.

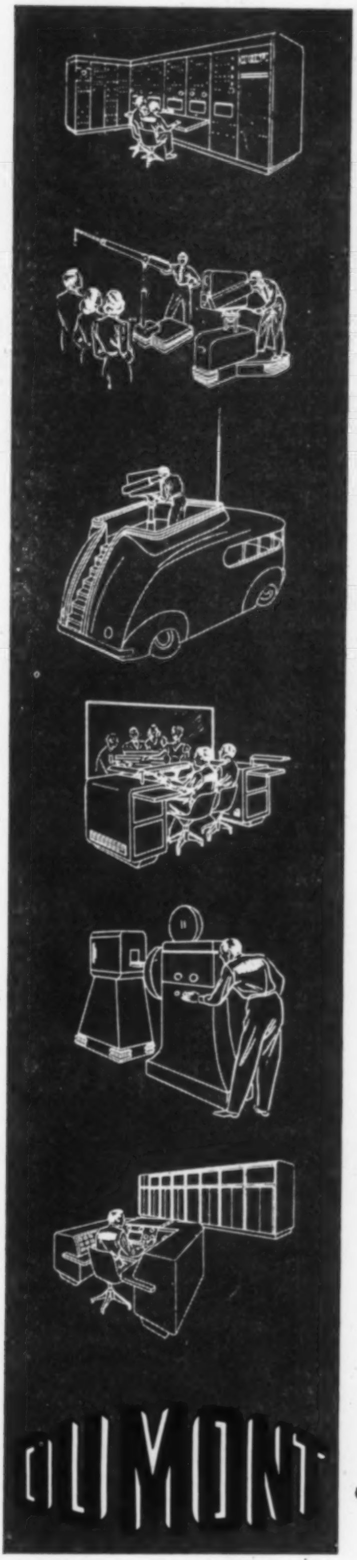
More Power to
WAYS
Charlotte, N. C.
5,000 WATTS
610 K. C.
REPRESENTED BY
WEED
AND COMPANY
NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD

NOW 5000 WATTS

BOOST YOUR SALES
IN IDAHO

KTFI
TWIN FALLS • IDAHO
WEED & CO., *Representatives*

Get the most out of Television with Du Mont Broadcasting Equipment



Du Mont has built more Television Stations than any other company

From the world's largest, clearest direct-view television receivers to the world's largest and most complete television broadcasting studios, Du Mont is "First with the Finest in Television."

The technical superiority and prestige-winning performance of Du Mont Television broadcasting equipment has been demonstrated in more installations than any other company can boast. And Du Mont's "unit construction" assures expansion as desired without obsolescence or replacement loss. Engineers are agreed that Du Mont broadcasting equipment is "tops" in flexibility and dependability, but not all engineers or prospective station owners know that it is surprisingly low in cost.

We want to tell you more. We want to show you Du Mont broadcasting equipment in use. No obligation. Write or telephone for literature, or appointment, *today*.

DUMONT *First with the Finest in* **TELEVISION**

ALLEN B. DU MONT LABORATORIES, INC. • GENERAL TELEVISION SALES OFFICES AND STATION WABD, 515 MADISON AVE., NEW YORK 22 N. Y.
DU MONT'S JOHN WANAMAKER TELEVISION STUDIOS, WANAMAKER PLACE, NEW YORK 3, N. Y. • HOME OFFICES AND PLANTS, PASSAIC, NEW JERSEY

Copyright 1947, Allen B. Du Mont Laboratories, Inc.

PRE-AMPLIFIER
BY
Langevin

Featuring FM quality, low noise level, and compact construction, the Langevin 111 series, dual pre-amplifier consists of two individual, two stage amplifiers on the same chassis. With a fixed gain of 47 db, this amplifier has an output level of +16 DBM. The output noise is equivalent to an input signal of −124 DBM over a band width of 20,000 cycles. This amplifier is available with input impedance 30,250, or 600 Ohms; output impedance 600 Ohms. Later models provide 150 and 600 Ohms in both input and output coils.

A complete data sheet can be obtained by writing to Dept. D-1

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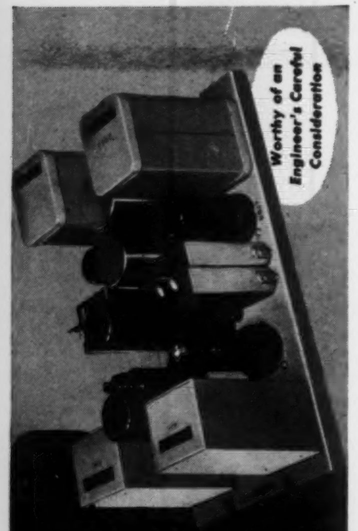

ACTIONS OF THE FCC

JANUARY 31 TO FEBRUARY 6

Jan. 31 Decisions . . .

BY THE COMMISSION

AM—1570 kc

Freeport Bcstg. Co., Freeport, Ill.—Granted CP for new standard station, 1570 kc, 1 kw, daytime only, subject to condition that applicant within 60 days will file application for modification of CP specifying transmitter site and antenna system meeting Commission requirements. At same time Commission denied application of Kenneth G. Zweifel seeking same facilities.

BY COMMISSION EN BANC

FM Conditional Grant

Hoyle Barton Long, Front Royal, Va.—Authorized conditional FM grant for a class B station, subject to further review and approval of engineering details. (Channel No. 221 was made available for this purpose by reallocating it from the Washington area and reallocating Channel No. 246 from Richmond to Washington.)

Petition Denied

Drovers Journal Publishing Co., Chicago—Adopted decision and order denying petition for reconsideration directed against Commission's action of Sept. 19, 1946, conditionally granting an FM CP to WJOB Hammond, Ind., and in reconsidering and setting aside its action of Aug. 29, 1946, denying WJOB's petition for reconsideration of Commission's action of Aug. 1, 1946, granting conditionally a class A station in Hammond, Ind., and in transferring to Chicago the two class B FM frequencies theretofore assigned to Hammond, Ind. by Commission's tentative allocation plan of Dec. 19, 1945.

TV License Renewals

The following stations were granted renewal of licenses for period ending Feb. 1, 1948; WBKB WCBS-TV WNBT WPTZ W2XCB W9XFT W2XJT W6XLA W6XYZ.

The present temporary licenses of these stations were further extended for the period ending April 1, 1947, for reasons shown:

W6XAO Los Angeles—Pending action pursuant to hearing on AM renewals of KDB KFRC KGB KHJ.

W6XDU Los Angeles—Same.

W8XGZ So. Charleston, W. Va.—Renewal application late.

W9XUI Iowa City, Iowa—Same.

W2XNG New York—Same.

Extension Granted

WNBK Cleveland—Granted extension of commencement and completion date for a period of 6 months for station WNBK.

License Extended

W2XMT New York City—Present license for experimental television station extended on a temporary basis for a period of 60 days.

Applications Dismissed

Following applications for new television stations were dismissed Jan. 16: Allen B. Du Mont Labs., Interstate Circuit, New England Theatres and United Detroit Theatres Corp. Applicants have 20 days in which to file request for hearing. If such request is received the Commission's action dismissing applications will be set aside and applications desgnated for hearing.

Petition Denied

York Bcstg. Co., York, and Keystone Bcstg. Co., Harrisburg, Pa.—Denied petition to intervene in hearing for allocation of additional FM frequencies to Baltimore area.

Assignment of CP

WKID Providence, R. I.—Granted consent to assignment of CP from Theodora Townsend, H. H. Thomson and George L. Young, partnership d/b as Inter-City Bcstg. Co., to newly organized corporation, Inter-City Bcstg. Co., consisting of Robert Engles, H. H. Thomson, Chas. George Taylor, and Theodora Townsend; Geo. I. Young is selling his 25% in the partnership to Robert T. Engles and Chas. George Taylor for $287.50.

AM—990 kc

KTRM Beaumont, Tex.—Granted CP for new station, 990 kc, 250 w, day only; conditions.

AM—1100 kc

Elias I. Godofsky, Hempstead, N. Y.—Granted CP for new station 1100 kc, 250 w, daytime only.

AM—970 kc

KHBC Hilo, T. H.—Granted CP to change frequency from 1230 to 970 kc, increase power from 250 w to 1 kw, install new transmitter and change transmitter and studio locations; engineering conditions.

AM—1360 kc

Puritan Broadcast Service, Lynn, Mass.—Designated for hearing application for new station, 1360 kc, 250 w, daytime only.

AM—1230 kc

Union-Carolina Bcstg. Co., Union, S. C.—Designated for hearing application for new station, 1230 kc, 250 w, unlimited time, and ordered that WAIM WKDK and WNOK be made parties to this proceeding.

Transfer Control

WTAR Norfolk, Va.—Granted consent to transfer control of station WTAR, arising out of execution of a voting trust agreement on Dec. 31, 1946, between majority stockholders of Ledger Dispatch Corp. (controlling indirectly WTAR).

License Granted

WGR Buffalo, N. Y.—Granted applications for license for main and auxiliary transmitters, pursuant to voluntary assignment of license which was granted Nov. 7, 1946, and became effective Dec. 2, 1946.

License Renewals

Granted renewal of licenses of following stations for regular period ending Feb. 1, 1950: KOME KROS KGEZ KGFW KHUB KPDN KPKW KRBA KRJF KSUB KVOX WBAC WBRK WBRW WDMJ WGAA WJPF WJPR WKRZ WLAV WNHC WSOY WTRC WINX WFIG WGAU WIZE WHHM KVIC WEBR KVSF KAND.

Temporary Extensions

Licenses for following stations were extended upon temporary basis to April 1, 1947, for reasons indicated: WINX (synchronous amplifier) Washington, D. C. (pending further engineering study); WJOI Florence, Ala. (pending consideration of information requested under Section 308(b) of the Act); WJOL Joliet, Ill. (renewal application in hearing).

License Renewal

WEEU Reading, Pa.—Granted renewal of license for period ending Nov. 1, 1949.

License Extensions

WRAW Reading, Pa.—Granted extension of license for a period of 60 days, pending further information.

WWPG Palm Beach, Fla.—Same as above.

STA Extended

KOMA Oklahoma City—Extended special temporary authority for continued operation of KOMA to Feb. 28, 1947.

Temporary Extensions

Granted extension of following station licenses on temporary basis, pending further study of information requested: KCMJ Palm Springs, Calif.; WCTA Andalusia, Ala.; WTSB Lumberton, N. C.

License Renewals

Granted renewal of licenses of following stations on regular basis (Comr. Durr voting for further inquiry): KATO Reno, Nev.; WDSR Lake City, Fla.; WMON Montgomery, W. Va.; WRHI Rock Hill, S. C.

License Renewal

KSOO Sioux Fals, S. D.—Granted renewal of license for regular period ending May 1, 1948.

Petition Dismissed

WJR Detroit—Dismissed petition for review of the action of the presiding officer of the motion docket Dec. 20, 1946, denying its petition to intervene in the hearing on applications of Publix Bcstg. Service of Charlotte, and Capitol Bcstg. Co., Charlotte, N. C.

Petition Denied

WKHK Hutchinson, Kan.—Adopted memorandum opinion denying petition for waiver or amendment of Sec. 3.87, in order to permit grant of application for special service authorization; further ordered that said application for SSA be dismissed since it does not comply with requirements of the rules.

AM—1240 kc

The Aleutian Bcstrs., Anchorage, Alaska—Granted CP for new station, 1240 kc, 250 w, unlimited time; conditions.

AM—550 kc

Midnight Sun Bcstg. Co., Anchorage, Alaska—Granted CP for new station, 550 kc, 5 kw, unlimited time; conditions.

Record Closed

WJAX Jacksonville, Fla.; WOLS Florence, **S. C.; WBEN Buffalo, N. Y.; WKY Oklahoma City**—On petition of WOLS, dismissed without prejudice its application to change facilities from 1230 kc 250 w, unlimited, to 930 kc, 1 kw, DA night; dismissed as moot petition of WBEN to intervene in hearing on application of WOLS; dismissed as moot petition of WKY to intervene in said hearing. It appearing that final determination can be made without presentation of oral testimony at hearing scheduled for Feb. 3, Commission removed from hearing calendar the application of WJAX, operating on 930 kc, to change from 1 kw, 5 kw-LS, to 5 kw unlimited with DA-N, and closed record.

AM—1410 kc

The Alton Bcstg. Co., Alton, Ill.—Designated for hearing application for new station, 1410 kc, with 500 w power, daytime only, in consolidated proceeding with applications of WIL, et al.

AM—550 kc

Fairfield Bcstg. Co., Danbury, Conn.—Granted petition requesting that its application for new station, 550 kc, 500 w night, 1 kw-LS, be designated for hearing in consolidated proceeding with applications of WNBH and Atlantic Radio Corp. Ordered record in re application of Atlantic Radio Corp. reopened for this consolidation, and amended previous hearing orders to include Fairfield.

AM—830 kc

Beaver Valley Radio, Beaver Falls, Pa., and WZHD Inc. Warren, Ohio—Designated for consolidated hearing applications of Beaver Valley Radio for new station at Beaver Falls, Pa., 830 kc, 250 w, daytime only, and WZHD Inc. for new station at Warren, Ohio, same frequency with 1 kw power, daytime only.

AM—940 kc

Citizens Bcstg. Co., North Adams, Mass., and Neal W. Welch, North Adams, Mass.—Designated for consolidated hearing applications of Citizens Bcstg. Co. for new station at North Adams, Mass., 940 kc, 250 w, daytime, and Neal W. Welch seeking same frequency with 1 kw power, daytime only.

AM—1490 kc

Bear State Broadcasters, Van Nuys, Calif.—Granted petition requesting that its application for new station to operate on 1490 kc, 250 w, unlimited time, be designated for hearing in consolidated proceeding with applications of Morris Luskin, Burbank, Calif., and Burbank Broadcasters, Burbank, Calif.

AM—1340 kc

Ledger Publishing Co., Lakeland, Fla.—Designated for hearing application for new station, 1340 kc, 250 w, unlimited time, to be heard in consolidated proceeding with applications of Clearwater Radio Broadcasters, Clearwater, Fla., and Lyle Van Valkenburgh, St. Petersburg, Fla.

AM—1260 kc

San Fernando Valley Bcstg. Co. and Kenneth O. Tinkham, San Fernando, Calif.—Designated for consolidated hearing applications for new stations, both seeking 1260 kc, 1 kw, unlimited time, DA.

AM—1260 kc

WSWZ Inc., Trenton, N. J., and Capitol Bcstg. Co., Trenton, N. J.—Designated for consolidated hearing applications of WSWZ Inc. for new station at Trenton, N. J. to operate on 1260 kc, 5 kw, unlimited time, DA, with Capitol Bcstg. Co. seeking the same facilities except power 1 kw.

Consolidated Hearing

WNBH New Bedford, Mass.; Fairfield Bcstg. Co., Danbury, Conn.; WHYN Holyoke, Mass.; Pynchon Bcstg. Corp., Springfield, Mass., and Atlantic Radio Corp., Boston—Ordered that these five applications be heard in consolidated proceeding upon issues heretofore defined in several orders designating said applications; that application of Atlantic Radio Corp. upon which a hearing has heretofore been held, be included in said consolidated hearing and that the hearing be held on Feb. 17 at Washington; further ordered that hearing date of Feb. 4 heretofore set for consolidated hearing on applications of WNBH and Atlantic Radio Corp. be cancelled; and further that petition of WHYN for leave to intervene in consolidated hearing on WNBH and Atlantic applications, be dismissed as moot.

Petition Dismissed

Messenger Publishing Co., Athens, Ohio—Dismissed as moot petition to reconsider and set aside the Commission's order of Nov. 14, granting application of Liberty Bcstg. Co. for new station at Pittsburgh.

(*Continued on page 60*)

American Red Cross

AND

The Permanent Charities Committee

OF

The Motion Picture Industry

> ***"The character of the Red Cross and its responsibilities under International Treaty and its Congressional Charter are such that the national interests will best be served if the Red Cross maintains direct contact with the people for the membership and support necessary for its work at home and abroad."***
>
> *FRANKLIN D. ROOSEVELT—1942*

THE Permanent Charities Committee of the Motion Picture Industry has announced its intention to offer to American Red Cross $350,000, part of a sum of money that committee raised in a joint fund raising campaign in the Motion Picture Industry *despite the fact that the Permanent Charities Committee knew that American Red Cross could not participate in any joint fund raising campaign.*

Statements that the American Red Cross is unwilling to accept $350,000 from the Permanent Charities Committee because that sum from the Motion Picture Industry which grossed $325,000,000 in 1945 represents only one-half of one percent of the Red Cross goal of sixty million dollars in 1947, are not true. *The amount involved is not an issue.*

The real issue is that nothing can be permitted to deprive American Red Cross either of its right to fulfill its obligations for humanitarian service to the American people by methods it has demonstrated to be efficient or of its right to maintain an organization in which all the people can be members and participate directly.

American Red Cross will barter neither its right to invite anyone to be a member nor the right of any American citizen to become a member.

American Red Cross will not be party to any scheme that will lead to dictation by other groups with motives and interests that would undermine the Red Cross and all for which it stands.

The American Red Cross may not participate in joint fund raising whether that joint fund raising is conducted by the Permanent Charities Committee of the Motion Picture Industry or any other organization.

This long established policy of American Red Cross is not the policy of any one individual. It is a policy that has been considered and reconsidered from time to time since 1936 by the Central Committee, the governing body of American Red Cross, and reaffirmed on every occasion. *It is a policy that has been well known to all fund raising groups, including the Permanent Charities Committee.*

The reason why American Red Cross may not participate in joint fund raising with others is as follows:

American Red Cross may not assign or delegate to others, in whole or in part, the obligations imposed upon it by international treaties, to which the U. S. Government is a signatory, and by its congressional charter. Neither can it share with others, directly or indirectly, its responsibility to carry out those obligations. When it participates in joint fund raising it permits others (at best, only slightly familiar with its obligations and activities) to determine from year to year how much money, if any, American Red Cross will receive and thus, in turn, permit those others to determine the breadth of its program and the extent to which American Red Cross may fulfill its obligations to the American people.

If American Red Cross participates in one joint fund raising activity, such as that conducted by the Permanent Charities Committee in the Motion Picture Industry, it must, of course, participate in all other joint fund raising activities. The Motion Picture Industry is only one of 446 major industries in this country. There are thousands of other groups and organizations. The result obviously would be that *by participating in joint fund raising, American Red Cross would never know from year to year how much money it would have to carry out its obligations to the American people or plan an intelligent program, nor would it be able to have a membership organization open to all of the people of America.*

The foregoing statements are not just opinions. They are statements of fact based on a disastrous experience which American Red Cross suffered after World War I, when some of its chapters submitted to exactly the same kind of pressure that is now being brought by the Permanent Charities Committee to participate in joint fund raising. At that time about 400 chapters engaged with other organizations in joint fund raising with the result that American Red Cross lost its identity in those chapters and was prevented from carrying out its program particularly in dealing with emergency situations. In 1936, therefore, the Central Committee of American Red Cross reasserted its policy and ever since that time has adhered strictly to the policy of *non*-participation by American Red Cross in joint fund raising.

From 1940 to 1945 the Permanent Charities Committee carried on separate drives in the Motion Picture Industry for the American Red Cross and others. The change to joint fund raising by the Permanent Charities Committee occurred as recently as 1945. It is clear, therefore, that there would be no violation of principle if a separate drive was conducted in the Motion Picture Industry for the American Red Cross in March, 1947, as was the case prior to 1945.

There is, however, a definite violation of the principle of fairness when a small group within the Motion Picture Industry deliberately attempts to mislead the Motion Picture Industry and the public into believing that American Red Cross will refuse to accept—when and if offered—$350,000 only because a mere matter of method is involved in the scheme. *Fundamental principles are involved: principles without which there could be no American Red Cross.*

American Red Cross

PROGRAMS

HALF-HOUR weekly show in behalf of Army Recruiting started on WPEN Philadelphia Feb. 4 in Tuesday night period from the Ocean Room of the Drake Hotel. Titled "Opportunity Incorporated." WPEN broadcast is transcribed for syndication throughout the Second Army Recruiting Area which covers Pennsylvania, Maryland, Virginia, West Virginia, Kentucky and Ohio. Guest stars from legitimate theatre productions currently in Philadelphia are featured along with the 371st Army Band and the "Eight Men at Arms" vocal group. Series is produced by Rock, Corbin & Shriver, Baltimore.

Veterans Aid Series

SERIES of four 5-minute recordings titled "Have Our Veterans Really Come Home" will be distributed by the Department of Labor Feb. 10 to the Veterans Employment Representatives in 48 states for placement on local stations. Purpose of programs is to urge state, city and community groups to coordinate their efforts in alleviating unemployment among veterans. The discs feature Perry Faulkner, chief of the Veterans Employment Service, U. S. Employment Service, and Albert Warner, chief of the WOL-MBS Washington news bureau.

WTNB Bowling Twist

BOWLING program now aired Sunday afternoons by WTNB Birmingham, Ala., from local alley employs participation and award format. Sponsored by 7-Up Bottling Co. of Birmingham, program is called "Seven-Up and Seven-Down," with that number lucky as keglers win $7 if they knock seven pins down or leave seven standing. If the roll does not succeed in this amount the loser contributes a dollar to the jackpot. Fifteen bowlers in all roll during the half-hour show, the jackpot being played for by 6 of the 15 whose names are drawn from a hat. Roller must get strike to win pot. If none is rolled pot carries to next week.

New on WWDC

WEEKLY series titled "Salute the State" started Feb. 9 on WWDC Washington in late Sunday afternoon period. Officers and members of the state societies in the Capital are featured along with the music identified with each particular state. Another new WWDC program, "Quiz Bee," to start Feb. 15 in early morning Saturday period, will present pupils of the third grade from various District of Columbia schools. Preliminary competitions are to be held at each school to select five youngsters seven or eight years old who will appear on program. Fifty of their classmates, teachers and parents will compose studio audience "rooting section."

Two Video Dinners

NATIONAL REPUBLICAN CLUB'S 61st Lincoln Day Dinner, with former Minnesota Governor Harold A. Stassen as principal speaker, will be televised Feb. 12 by WNBT New York, starting at 9:30 p.m., from the banquet room at the Waldorf-Astoria, New York. From the same spot the previous evening the NBC video station will televise the Thomas Alva Edison Centennial Dinner, in honor of the 100th anniversary of the birth of the great inventor.

Significant Dates

SERIES featuring significant dates in American history started Feb. 6 over WLW Cincinnati. Titled "These Seven Days" show includes three-minute discussion on universal military training by Col. Edward Barbour, professor of military science at the U. of Cincinnati. Frank Byers of the university's English department is narrator of the 15-minute program.

Covers Convention

TO KEEP all fruit growers in southern British Columbia informed on happenings of the 58th annual convention of British Columbia Fruit Gowers Assn. at Kelowna, CKOV that city made complete wire recordings of all important talks, edited and recorded the news, and aired discs throughout a week on CKOV and affiliated CKOK Penticton.

Vocational Feature

VOCATIONAL study using case histories of people who have been fitted for their jobs by scientific research methods is basis of new series on KSFO San Francisco. Titled "Adventures in Jobs and Careers," show is heard Sun. 3:30 p.m. Actual case histories are reviewed each week with comments by person whose case is presented.

Musical Date

NEW MUSICAL featuring popular ballads and novelty tunes by Tenor Jerry Carter is now heard over WTOP Washington. Show is aired Mon. through Fri. 3:30-4 p.m. and Sat. 7-7:15 p.m. Weekday show is called "A Date With Jerry," and Saturday show, "A Saturday Night Date With Jerry." Each Saturday, a listener who sends in best letter explaining in 100 words or less why a particular song is her favorite, becomes Jerry Carter's date over airwaves and receives large bouquet of roses. Weekday show features winner of WTOP's "Top Talent" show of previous week.

Adult Education Series

AS PART of two year project in adult education by radio, Lowell Institute Cooperative Broadcasting Council, Boston, has begun new series on WCOP Boston to apply to radio the "general education" scheme as set forth in Harvard Report on "General Education and a Free Society." Titled "We Human Beings," program is aired Mon. and Wed. 8:15 p.m. and presents three faculty members of Boston U. General College who discuss the who, what and why on "Man" along lines followed in "general education" plan of integrated studies.

Safety Feature

AS PART of county-wide safety program, WAKR Akron, Ohio, with cooperation of M. O'Neil Co., sponsor of "Funny Money Man," daily juvenile program, during month of January presented representatives of 36 grade school safety patrols in series of safety-orientation periods. Commercials were omitted, giving full quarter-hour show for safety promotion. Studio groups of as many as 150 safety patrolmen attended broadcasts which were aired Tues. 5:45 p.m.

Name the Song

MUSICAL quiz featuring Herb Lewis singing troubadore, and Carl DeSuze, m.c., has been started on WBZ Boston and WZBA Springfield thrice weekly. Listeners try to stump Mr. Lewis with mail requests for popular songs within past 30 years and if successful win a pair of nylons and pound of La Touraine coffee. If song is identified, listener still receives pound of coffee.

Starts Youth Workshop

WKXL Concord, N. H., has augmented its public interest programming with a teen-age radio workshop. After six weeks' training course Concord teenagers who qualify for the workshop through auditions will present their own variety and dramatic shows on WKXL. Blanche Crippen and Tom Pingree handle program phases while Norm Partridge supervises technical aspects.

WNYC Radio Festival

WNYC New York has scheduled 107 separate programs in its Eighth Annual American Radio Festival which takes place from Feb. 12-22. Emphasis will be placed upon young artists who can utilize the festival as an opportunity to have their work heard, in addition to broadcasts by the New York Philharmonic Symphony under the baton of Artur Rodzinski.

Now 20-Hour Day

STARTING broadcast day one hour earlier, KFWB Hollywood Feb. 3 increased daily schedule to 20 hours. Move is aimed at greater service to industrial and agricultural workers, according to Harry Maizlish, general manager.

WGH Around-the-Clock

WGH Newport News, Va., Jan. 26 began 24-hour-daily operation. George Thomas and Jack Laurence are handling the 12-6 a.m. period, with news spots scheduled on the hour.

Lucky Pennies

LISTENERS are invited to write jingles ending in title of a song on program aired Mon.-Wed.-Fri. 10 a.m. by WLW Cincinnati featuring Lucky Penny Trio. Writers of jingles selected win $5 bill and trio sings song. All who send jingles receive "lucky penny" set in appropriate aluminum disc mounting.

Discussion Series

JUVENILE roundtable discussion program titled "The Youth Forum" is new series on WNEX Macon, Ga. Problems to be considered are dramatized before broadcast and then discussed by participating high school students. Acting mediator of forum is Dr. George Beiswanger, professor of philosophy at Georgia State College for Women.

School Show Used

WESTINGHOUSE school service feature, "Adventures in Research," aired over KDKA Pittsburgh each Saturday evening, now is being used transcribed by more than 10 stations in the U. S. and Alaska and in numerous schools and colleges, KDKA announced last week.

Seek Negro Talent

TALENT hunt for best Negro amateur male and female singer will be conducted by WBBM Chicago in conjunction with the Chicago Defender, Negro newspaper, starting Feb. 17. A 13-week contract goes to winner in each classification. Station airs Negro show, "Democracy in U. S. A."

Two Are Honored

WMPS and WMC Memphis last week were presented awards by Veterans of Foreign Wars for outstanding service in behalf of VFW. Ceremony was broadcast by WMPS.

Format Change

FORMAT Of NBC "College of Musical Knowledge" has been changed, with audience participation eliminated and questions instead being posed to Kay Kyser, m.c., by name guest.

IBD Will Re-Align Foreign Broadcasts

Launching of Russian Programs To Tax Munich Transmitters

STATE DEPARTMENT'S Russian language program starting Feb. 17 [BROADCASTING, Feb. 3] will squeeze the 9-language pattern now being aired through three Munich, Germany, transmitters. Department's International Broadcasting Division is working out realignment to fit a one-hour daily Russian program into the pattern.

An IBD spokesman said that the programs will consist of "factual and unbiased news of the world, especially of the United States, and music, discussions and interviews." They will be transmitted from New York at 1 p. m. daily (9 a. m. Moscow time).

Russian will be the 25th foreign language used by the State Department and necessitates the addition of 12 Russian translators in the New York offices of IBD.

Russia is now broadcasting 29 hours and five minutes a week to the United States as compared to the seven hours which this country will broadcast to Russia. The Russian people have an estimated million and a half radio sets, but it is not known how many of these are equipped to pick up shortwave broadcasts, the IBD spokesman said.

Seedorf to Orr

CHAUNCEY C. SEEDORF, former treasurer of Lennen & Mitchell, New York, has joined Robert W. Orr & Assoc., New York, in the same capacity.

"IBCing you" . . . in INDIANAPOLIS

Something's Amiss with the Swiss—In Indiana, That Is

Seems we're not going over so well in Switzerland and Ohio counties, down on the southeastern border of Hoosierland. Our annual mail analysis for 1946 shows that Hoosiers in *all but these two* of Indiana's 92 counties wrote in to comment on the programs aired by WIBC. But we can't complain. The analysis, based on the NAB Formula, shows that in our home county alone, 48,214 persons—or 315 out of every 1,000 radio families—thought enough of our programming to drop us a line. For full information on WIBC's rich mail response in 1946 and the live-wire, live talent shows that produced it, see your John Blair Man.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC

1070 KC
5000 WATTS
BASIC MUTUAL

The INDIANAPOLIS NEWS Station

AC-DC
Panacoustic PLAYBACK
Carries 16-inch Wallop into Clients' Territory

Price $125
Tax Included, FOB Washington

New Transcription Portable Meets Specific Requirements of Agency and Radio Ad Men

U. S. Recording Co. presents an overnight bag full of quick tricks—one of the finest, truest, compact-est portable transcription playbacks ever built.

It's ready to spin into action at the pop of the top. Just lift the lid, plug it in, put on the record and *play*. No time lost fooling around with a separate speaker—no worry about AC-DC—no bother checking the polarity of DC current. You don't need an engineering staff along to get set up for action—or a moving van to carry your equipment. This is 21 pounds of dynamic selling force, custom-made in USRECO's electronic shops to meet the specific needs of agency and radio advertising salesmen.

Air-Mail or Wire Your Order Today—for Immediate Delivery

U.S. RECORDING COMPANY

1121 Vermont Avenue **Washington 5, D. C.**

Joseph Tait, President

THE CASE OF THE PANACOUSTIC PLAYBACK

FACTS AND FIGURES

Size: 18 x 12 x 6"

Weight: 21 pounds

Case: Smart overnight bag luggage type; tan leatherette finish.

Specifications: 7-tube amplifier, AC - DC operated; 6" PM speaker; 33⅓ or 78 rpm; plays 6 to 16" records or transcriptions.

Controls: Separate amplifier and turntable switches; volume **and** tone controls.

Pick-Up: Featherweight, with tested knee-action Nylon needle for full record protection.

EXCLUSIVE FEATURE: Polarity does not have to be checked for DC use.

Price: $125 tax (included), FOB Washington. Slightly higher with genuine leather case.

IMMEDIATE DELIVERY

NO. 8 OF A SERIES

Ophelia Chafingdish

Because her late husband knew how to turn a soft dollar, Effie is so rich she doesn't even bother to stick her finger in the return slot after she uses a pay phone!

Anyway, Effie just bought a new frequency modulation receiver. Now she hears music at its magnificent best via her favorite Twin City station ... WTCN. The tallest building in Minneapolis or St. Paul is the Foshay Tower. And who is going to use the Foshay Tower for FM and telecasting? Who else but

The DOUBLE-DUTY STATION

WTCN MINNEAPOLIS

WTCN ST. PAUL

NOW—WTCN-FM!

ABC... plus High-listener locals!

FREE and PETERS National Representatives

FCC Actions

(Continued from page 56)

Decisions Cont.:

AM—1600 kc

Marion Radio Corp., Marion, Ind.—Granted petition for leave to amend its application for new station to operate on 1030 kc, 1 kw, day only, so as to specify 1600 kc, reconsider and grant same. Commission ordered that said application as amended be granted, for new station to operate on 1600 kc, 1 kw, daytime only.

AM—710 kc

KTBS Shreveport, La.—Granted petition requesting that its application for CP to change present facilities of KTBS to 710 kc, 5 kw night, 10 kw day, unlimited time, DA be designated for consolidated hearing with applications of East Texas Bcstg. Co., Tyler, Tex., and Hugh J. Powell (KGGF), Coffeyville, Kan.

AM—860 kc

Texas Star Bcstg. Co., and KONO San Antonio—Designated for consolidated hearing application of Texas Star Bcstg. Co. for new station to operate on 860 kc, 1 kw, 5 kw-LS, unlimited time, DA-N with application of KONO to change frequency from 1400 to 860 kc, increase power from 250 w to 1 kw, 5 kw-LS, and install DA for night use.

Jan. 31 Applications . . .

ACCEPTED FOR FILING

Educational Station

WPTL Providence, R. I.—Modification of CP which authorized a new noncommercial educational station, to make changes in antenna system.

Remote Pickup

Leonard A. Versluis, area of Grand Rapids, Mich.—CP for new remote pickup station to be operated on 156.75 mc, power of 50 w and emission A3 FM.

AM—1450 kc

WMIQ Iron Mountain, Mich.—License to cover CP which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

WFMJ Youngstown, Ohio—Modification of CP which authorized change in frequency, increase in power, installation of new transmitter and DA for night use and change in transmitter location, for approval of DA and change type of transmitter.

W. A. Smith, Plant City, Fla.—CP for new standard station, 840 kc, 250 w, daytime.

AM—970 kc

WFLA Tampa, Fla.—Modification of CP as modified, which authorized changes in directional antenna for night use, to make changes in directional antenna.

AM—1490 kc

Enid Bcstg. Co., Enid, Okla.—CP for new standard station, 1490 kc, 250 w, unlimited—AMENDED: to make changes in antenna and change transmitter locations.

AM—920 kc

KECK Odessa, Tex.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

Remote Pickup

Alamo Bcstg. Co., area of San Antonio, Tex.—CP for new remote pickup station to be operated on 30.82, 33.74, 35.82, 37.98 mc, power of 10 w and emission A3.

Remote Pickup

Alamo Bcstg. Co., area of San Antonio, Tex.—CP for new remote pickup station to be operated on 1622, 2058, 2150, 2790 kc, power of 50 w and emission A3.

FM—Unassigned

Illinois Alton Bcstg. Co., Alton, Ill.—CP for new (class B) FM station on frequency to be assigned by FCC, ERP of 8.4 kw—AMENDED: to change studio location.

AM—1360 kc

Radio Studios, DeKalb, Ill.—CP for new standard station, 1360 kc, 250 w, daytime.

AM—1610 kc

KDAL Duluth, Minn.—CP to increase power from 1 kw day and night to 5 kw day and night, install new transmitter and make changes in DA for night use—AMENDED: to make changes in DA and ground system.

AM—1400 kc

KARV Mesa, Ariz.—License to cover CP (as modified), which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1480 kc

KIEM Eureka, Calif.—License to cover CP which authorized installation of new transmitter.

AM—Completion Date

W6XAO Los Angeles—Modification of CP which authorized installation of new visual and aural transmitters and changes in antenna system, for extension of completion date.

AM—990 kc

Pittsburg Bcstg. Co., Pittsburg, Calif.—CP for new standard station, 990 kc, 1 kw, DA for night, unlimited—AMENDED: re changes in DA pattern and change transmitter location, same description.

Completion Date

KCVN Stockton, Calif.—Modification of CP which authorized new noncommercial educational broadcast station, for extension of completion date.

AM—580 kc

KFXD Nampa, Ida.—License to cover CP as modified, which authorized change in frequency, increase in power, change in transmitting equipment, installation of DA for day and night use and change in transmitter and studio locations and authority to determine operating power by direct measurement of antenna power.

AM—1240 kc

KHUM Eureka, Calif.—License to cover CP as modified, which authorized a new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1510 kc

KOCS Ontario, Calif.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1230 kc

KGEK Sterling, Col.—Modification of license to change hours of operation from specified hours to daytime.

AM—1100 kc

WLBB Carrollton, Ga.—License to cover CP which authorized a new standard station and authority to determine operating power by direct measurement of antenna power.

AM—730 kc

WCIF Madisonville, Ky.—License to cover CP as modified, which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

AM—1370 kc

KXLF Butte, Mont.—Authority to determine operating power by direct measurement of antenna power.

AM—1270 kc

WDUK Durham, N. C.—CP to change frequency from 1310 to 1270 kc, change hours of operation from daytime to unlimited time and increase power from 1 kw day to 500 w, 1 kw day.

AM—1020 kc

KDKA Pittsburgh—CP to make changes in transmitting equipment.

AM—1420 kc

WPRP Ponce, P. R.—CP to install new vertical antenna and transmitter and to change transmitter location.

AM—1390 kc

WEAM Arlington, Va.—Modification of CP which authorized new standard station, to make changes in vertical antenna, to change type of transmitter and change transmitter location.

Application Returned:

Paul B. Lingenfelter, Clinton, Okla.—CP new standard station, 1490 kc, 250 w and unlimited hours of operation. Application returned Jan. 27, 1947. Incomplete.

License Renewals

W9XUI Iowa City, Iowa—License renewal experimental television station of U. of Iowa.

W9XWT Louisville, Ky.—License renewal experimental facsimile station of Courier-Journal and Louisville Times.

Applications Tendered for Filing:

AM—1190 kc

The Martinez-Rodriguez Bcstg. Co., San Juan, P. R.—CP for new standard station, 1190 kc, 10 kw and unlimited time.

AM—1230 kc

WJOR Bangor, Me.—Voluntary assignment of license to Bangor Bcstg. Service Inc.

AM—780 kc

WARL Arlington, Va.—Modification of license to change hours of operation from daytime to limited time.

AM—1400 kc

WDAR Savannah, Ga.—Voluntary assignment of license to WDAR Inc.

AM—1480 kc

KVOL Lafayette, La.—CP to change frequency from 1340 to 1480 kc, increase power from 250 w to 5 kw day and 1 kw night, install new transmitter. (Contingent on grant of KTBS application for change in frequency.)

AM—800 kc

North Alabama Bcstg. Co., Decatur, Ala.—CP for new standard station, 800 kc, 1 kw and daytime only.

AM—940 kc

North Alabama Bcstg. Co., Gunstersville, Ala.—CP for new standard station, 940 kc, 250 w and daytime only.

AM—600 kc

Coconine Bcstg. Co., Flagstaff, Ariz.—CP for new standard station, 600 kc, 1 kw and unlimited time.

Feb. 3 Decisions . . .

BY THE COMMISSION

AM—1550 kc

Frank H. Ford, Shreveport, La.—Announced adoption of proposed decision for new station, 1550 kc, 1 kw day, 500 w night, and DA night only; conditions. At same time application of James A. Noe for same frequency with power of 250 w, unlimited, is proposed to be denied.

License Extension

WOKO Albany, N. Y.—Granted 30 day extension of temporary license pending examination of petitions and oppositions which have been filed in relation to this station.

Letter Answered

Roy Hofheinz, President, Frequency Modulation Assn., Washington, D. C.—The Commission, Jan. 28, advised that, because of many administrative problems involved, it is unable at this time to comply with Mr. Hofheinz's request of Jan. 23 for deletion from existing rules of all reference to "standard broadcast" station and substitution of the words "amplitude modulation" or "AM."

BY COMMISSIONER WALKER

McKinney Air Enterprises, McKinney, Tex.—Granted petition for leave to amend its application so as to specify 1600 kc with 500 w, daytime only, instead of 1580 kc, 250 w, daytime; amendment was accepted and removed from hearing docket.

Gainesville Bcstg. Co., Gainesville, Tex.—The Commission on its own motion removed from the hearing docket

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application of Gainesville Bcstg. Co.

Anderson Bcstg. Co., Anderson, S. C.—Granted petition for leave to amend its application so as to specify 980 kc instead of 860 kc; amendment was accepted and application removed from hearing docket.

WLBG Laurens-Clinton, S. C.—Commission on its own motion removed from hearing docket application of WLBG Inc.

Northeast Okla. Bcstg. Co., Miami, Okla.—Granted petition to dismiss without prejudice its application.

Midwest Bcstg. Co., Mount Vernon, Ill.—Granted petition insofar as it requests leave to amend its application so as to specify 1300 kc instead of 940 kc, etc. Commission on its own motion removed said application as amended, from hearing docket, and dismissed exceptions to Commission's decision of Dec. 23, 1946, in this matter. Insofar as petition requests grant without further hearing, it is dismissed.

The Tower Realty Co., Baltimore—Granted petition for leave to amend its application for FM station so as to add statement showing that applicant will duplicate programs to be broadcast by its proposed AM station approximately 15 hours each day and that between two and three hours each day will be devoted to programs carried exclusively on the FM station.

Lyle Van Valkenburgh, St. Petersburg, Fla.—Granted petition for leave to amend his application so as to show that applicant is not a representative of an alien government.

Calif. Bcstg. Co., Santa Monica, Calif.—Granted petition for waiver of rules and accepted written appearance in re application.

Morris Luskin, Burbank, Calif.—Granted petition to dismiss without prejudice application.

Burbank Broadcasters, Burbank, Calif.—Granted petition for leave to amend application so as to show addition of Morris Luskin as 15% stockholder, etc.

Central Mich. Radio Corp., Lansing, Mich.—Denied petition requesting the Commission to fix an early date for consolidated hearing upon its application and application of Farmers' Chemical Co. Exceptions noted by counsel for petitioner.

Wilson and Cope, Atlanta, Ga.—Granted petition requesting leave to amend its application for FM station so as to supply complete engineering data.

Elyria-Lorain Bcstg. Co., Elyria, Ohio—Granted petition for leave to amend its application so as to request 1 kw instead of 1 kw night, 5 kw-LS; to specify different transmitter site, etc.

KQW San Jose, Calif.—Granted petition for leave to intervene in hearing on applications of Frank Andrews, et al.

Lincoln Belmont Pub. Co. and Myers Pub. Co., Chicago, Ill.—Granted petition requesting dismissal without prejudice of its application for an FM station.

Blackstone Bcstg. Co., Tyler, Tex.—Granted petition for leave to amend its application so as to specify frequency 600 kc with 500 w instead of 940 kc, with 250 w. Amendment was accepted and application removed from hearing docket.

San Fernando Valley Bcstg. Co., San Fernando, Calif.—Granted petition for leave to amend its application so as to specify 1460 kc, daytime only, instead of 1450 kc, unlimited time.

Clearwater Radio Broadcasters, Clearwater, Fla.—Granted petition requesting Commission to schedule an early hearing date in consolidated proceeding in re application and that of Lyle Van Valkenburgh; and Commission scheduled said hearing for Feb. 24 at Clearwater and Feb. 25 at St. Petersburg, Fla.

Abilene Bcstg. Co., Abilene, Tex.—Denied petition requesting Commission to reopen record in proceeding involving its application and applications of Westex Bcstg. Co., and Citizen's Bcstg. Co. Inc. Exceptions noted by counsel for petitioner.

Union Tribune Pub. Co., San Diego, Calif.—Dismissed petition requesting that issues in proceeding upon its applications be enlarged so as to permit showing to be made of availability of another Class B FM channel for assignment in San Diego.

KVAK Atchison, Kan.—Granted petition requesting leave to amend its application so as to specify the frequency 1470 kc with 1 kw, unlimited time, instead of 1200 kc with 1 kw, daytime only. The amendment was accepted and the hearing presently scheduled for Feb. 5 was continued to March 24, at Washington.

Ashland Bcstg. Co., Ashland, Ky.—Commission on its own motion continued hearing indefinitely, presently scheduled for Feb. 7, in re application.

Belleville News-Democrat, Belleville, Ill.—Granted petition for leave to amend its application so as to specify 1260 kc instead of 1430 kc; amendment was accepted and Commission on its own motion moved said application from hearing docket.

KGKB Tyler, Tex.—Denied petition requesting that issues in proceeding upon its application and application of KGGF be enlarged. Exceptions noted by counsel for petitioner.

San Fernando Valley Bcstg. Co., San Fernando, Calif.—Denied petition requesting leave to intervene in hearing on application of KVSM and that record in proceeding upon San Mateo application be held open and record to be made on petitioner's application be incorporated therewith to permit comparative consideration. Exceptions noted by counsel for petitioner.

Lee-Smith Bcstg. Co., Fairbault, Minn. and Associated Broadcasters, Wadena, Minn.—Ordered that consolidated hearing on these applications be scheduled for Monday, Mar. 3, in Washington.

BY COMMISSIONER DURR

Metropolitan Bcstg. Corp., Belleville, Ill.—Granted petition for leave to amend its application so as to show deletion of Joseph Mark Thompson as an officer and director of the corporation, etc.

Midland Bcstg. Co., Kansas City, and Fred Jones Radiocasting and Tele. Co., Oklahoma City—Commission on its own motion continued the consolidated hearing upon these applications to Mar. 3, at Washington.

In the Matter of the Rules and Regulations concerning multiple ownership of broadcast stations—Ordered continuance of oral argument presently scheduled for Feb. 7, to Feb. 24, at 10 a.m. in Washington, before the Commission en banc.

Feb. 3 Applications . . .

ACCEPTED FOR FILING

AM—1240 kc

WWCO Waterbury, Conn.—Voluntary assignment of license to The Mattatuck Bcstg. Co.

AM—600 kc

WTCB Flint, Mich.—Modification of CP which authorized new standard station, to change corporate name from Central Bcstg. Corp. to Trendle-Campbell Bcstg. Corp.

AM—1110 kc

WBT Charlotte, N. C.—Modification of CP which authorized installation of a booster station synchronously with WBT, to change type of transmitter and make changes in vertical antenna.

W1XHR Cambridge, Mass.—License to cover CP which authorized change power to 1 kw, to install new transmitter and make changes in antenna system.

Booth Radio Station, Saginaw, Mich.—CP for new standard station, 790 kc, 1 kw, DA and unlimited—AMENDED: re changes in DA.

AM—1490 kc

WMGW Meadville, Pa.—Modification of CP which authorized new standard station, for approval of antenna, to mount FM antenna on top of AM tower, to change type of transmitter for approval of transmitter location and to specify studio location.

AM—1170 kc

WRUD Upper Darby, Pa.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to change studio location.

AM—1340 kc

WNCA Asheville, N. C.—Voluntary transfer of control of licensee corporation from C. Frederic Rabell, Jack O. K. Barfield, James M. Earnest, Albin F. Knight, J. Alfred Miller and Richard M. Arnold to Jacksonville Bcstg. Corp. (240 shares of common stock—100%).

AM—610 kc

WAYS Charlotte—License to cover CP which authorized increase in power using DA day and night and install new transmitter and authority to determine operating power by direct measurement of antenna power.

AM—760 kc

WCPS Tarboro, N. C.—License to cover CP as modified, which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

AM—1430 kc

Metropolitan Bcstg. Corp., Belleville, Ill.—CP for new standard station, 1430 kc, 1 kw, DA, unlimited—AMENDED: re changes in DA and officers, directors and stockholders.

FM—Unassigned

The Board of Directors of the Chicago Theological Seminary, Chicago, Ill.—CP for new noncommercial educational broadcast station on frequency to be determined by FCC, power of 50 kw and emission FM.

AM—1010 kc

C. Thomas Patten, Oakland, Calif.—CP for new standard station, 1000 kc, 10 kw, DA, daytime—AMENDED: to change frequency from 1000 kc to 1010 kc.

AM—1490 kc

KGON Oregon City, Ore.—Modification of CP which authorized a new standard station, for approval of antenna, for approval of transmitter location and to change studio location.

AM—1340 kc

KJAM Vernal, Utah—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1340 kc

KREM Spokane, Wash.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

Application Returned:

Phillip G. Back, Shreveport, La.—CP for new standard station, 1240 kc, 250 w, unlimited.

Applications Tendered for Filing:

AM—970 kc

WEBR Buffalo, N. Y.—Modification of CP for approval of DA for day and night use.

AM—550 kc

KTSA San Antonio, Tex.—Modification of CP for approval of DA for night use.

AM—1400 kc

Radio Austin, Austin, Minn.—CP for new standard station, 1400 kc, 100 w and unlimited.

(*Continued on page 62*)

Heard by most . . .
Preferred by most
in the BUYING Ark-La-Tex

CBS
ARKANSAS
SHREVEPORT
TEXAS
LOUISIANA

KWKH
SHREVEPORT
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LINCOLN NEBRASKA
Represented by
Edward Petry & Co., Inc.
KFOR
Harry Peck—Station Manager
250 WATTS
1240 KC
BASIC ABC

OMAHA CO. BLUFFS
Represented by
Edward Petry & Co., Inc.
KOIL
W. J. Newens—Station Manager
5000 WATTS
1290 KC
BASIC ABC

MINNEAPOLIS ST. PAUL
Represented by
Avery-Knodel, Inc.
WDGY
Melvin Drake—Vice Pres. & Station Mgr.
5000 WATTS
1130 KC

FCC Actions

(Continued from page 61)

Applications Cont.:

AM—1400 kc

Beaufort Bcstg. Co., Washington, N. C.—CP for new standard station, 1400 kc, 250 w, unlimited.

AM—1240 kc

Pisgah Bcstg. Co., Brevard, N. C.—CP for new standard station, 1240 kc, 250 w, unlimited.

AM—960 kc

Abbeville Bcstg. Service, Abbeville, La.—CP for new standard station, 960 kc, 1 kw, daytime.

AM—1450 kc

Joseph P. Ernst, Riverton, Wyo.—CP for new standard station, 1450 kc, 250 w, unlimited.

AM—940 kc

Chanute Bcstg. Co., Chanute, Kan.—CP for new standard station, 940 kc, 250 w, daytime.

AM—1490 kc

The Fairmont Bcstg. Co., Fairmont, W. Va.—CP for new standard station, 1490 kc, 250 w, unlimited.

AM—1240 kc

KRDU Dinuba, Calif.—Modification of CP to change frequency from 1130 to 1240 kc and hours of operation from daytime to unlimited. (Contingent on grant of KCOK application for change in frequency.)

AM—1080 kc

KWJJ Portland, Ore.—CP to increase power from 1 to 10 kw, install new transmitter, DA for day and night use and change transmitter location.

AM—940 kc

Eastland County Bcstg. Co., Eastland, Tex.—CP for new standard station, 940 kc, 250 w, daytime.

Feb. 4 Decisions . . .

BY THE SECRETARY

WGNI Wilmington, N. C.—Granted license to cover CP which authorized new station, 1340 kc, 250 w, unlimited, and for change of studio location.

WBCC Bethesda, Md.—Granted modification of CP to change type of transmitter and to specify studio location.

WFTL Ft. Lauderdale, Fla.—Granted license to cover CP which authorized new station on 1400 kc, 250 w, unlimited time; conditions.

WSPR Springfield, Mass.—Granted modification of CP for extension of completion date to 3-1-47.

KIST Santa Barbara, Calif.—Granted license to cover CP which authorized new station on 1340 kc, 250 w, unlimited time.

KTFS Texarkana, Tex.—Granted license to cover CP which authorized new station on 1400 kc, 250 w, unlimited time; conditions.

KBOW Butte, Mont.—Granted modification of CP to make changes in vertical antenna.

WTAD Quincy, Ill.—Granted license to cover CP which authorized new transmitter.

WKBH La Crosse, Wis.—Granted license to cover CP which authorized increase in power to 5 kw, installation of new transmitter and DA for night use, and change in transmitter location.

WHAL Shelbyville, Tenn.—Granted license to cover CP which authorized new station on 1400 kc, 250 w, unlimited time; conditions.

WLOA Braddock, Pa.—Granted modification of CP for approval of antenna and transmitter location.

WKDK Newberry, S. C.—Granted license to cover CP which authorized new station on 1240 kc, 250 w, unlimited time; conditions.

WWON Woonsocket, R. I.—Granted license to cover CP which authorized new station on 1240 kc, 250 w, unlimited time, and to specify studio location; conditions.

KSON San Diego—Granted modification of CP which authorized new station, for approval of transmitter location and for approval of antenna, and change type of transmitter.

WING Dayton, Ohio—Granted license to cover CP which authorized change in DA for night use and change in transmitter location.

WFPG Atlantic City, N. J.—Granted CP to install auxiliary transmitter at present site of main transmitter to be operated on 1450 kc, 250 w.

WESC Greenville, S. C.—Granted modification of CP which authorized new station, for approval of antenna, change type of transmitter, and to specify studio location as No. 1 College St., Greenville.

KLOK San Jose, Calif.—Granted license to cover CP which authorized new station on 1170 kc, 5 kw, day.

KXOL Ft. Worth, Tex.—Granted modification of CP which authorized new standard station, to change type of transmitter and to specify studio location.

WOL Washington, D. C.—Granted CP to move old main transmitter to present location of main transmitter, to be used as an auxiliary with power of 1 kw, DA day and night.

W6XIS Salt Lake City—Granted license to cover CP which authorized new experimental television station.

W9XLZ Quincy, Ill.—Granted license to cover CP which authorized new developmental station, on an experimental basis only.

WTMJ-FM Milwaukee—Granted modification of CP which authorized change in FM station, to change type of transmitter; change commencement and completion dates to 60 days from date of grant and 180 days thereafter, respectively.

Federal Telecommunication Labs., New York—Granted CP for new developmental station.

American Colonial Bcstg. Corp., Portable-Mobile, area of San Juan, P. R.—Granted CP for new remote pickup station.

KINU area of Tacoma, Wash.—Granted license to cover CP which authorized new remote pickup station.

KGRH Fayetteville, Ark.—Granted license to cover CP which authorized new station on 1450 kc, 250 w, unlimited time; conditions; and to specify studio location.

WKBR Manchester, N. H.—Granted license to cover CP which authorized new station on 1240 kc, 250 w, unlimited time; conditions.

WEEK Union City, Tenn.—Granted license to cover CP for new station to operate on 1240 kc, 250 w, unlimited time; and change studio location; conditions.

WHUM Reading, Pa.—Granted license to cover CP which authorized new station on 1240 kc, 250 w, unlimited time; conditions.

WNEB Worcester, Mass.—Granted license to cover CP which authorized new station on 1230 kc, 250 w, unlimited time; conditions.

WCVS Springfield, Ill.—Granted license to cover CP which authorized installation of new vertical antenna and change transmitter location.

KUGN Eugene, Ore.—Granted CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

WRRZ Clinton, N. C.—Granted modification of CP which authorized new station, for approval of antenna, of transmitter and to specify studio location.

WMOB Mobile, Ala.—Granted CP to make changes in antenna and mount FM antenna on top of AM antenna and change transmitter location.

KGLU Safford, Ariz.—Granted modification of CP for changes in antenna and change transmitter location.

KXRJ Russellville, Ark.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

KOPO Tucson, Ariz.—Granted modification of CP which authorized new station, to change type of transmitter.

KGBS Harlingen, Tex.—Granted modification of CP for extension of completion date to 3-1-47.

WKBC No. Wilkesboro, N. C.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

KSIG Crowley, La.—Granted modification of CP which authorized new station, for approval of antenna and transmitter location and change studio location.

WWNS Statesboro, Ga.—Granted license to cover CP which authorized new station on 1490 kc, 250 w, unlimited time; conditions.

WRQN Vidalia, Ga.—Granted license to cover CP which authorized new station on 1450 kc, 250 w, unlimited time; conditions.

KCLA Pine Bluff, Ark.—Granted license to cover CP which authorized

False False Alarms

REPEATED FALSE ALARMS from one particular call box in Syracuse, N. Y., had been investigated by the fire department, but to no avail, until Dick Page, news reporter at WFBL Syracuse, took over the search. Mr. Page checked the time of each false alarm and the official wind velocity at that time. They agreed perfectly. On the air he called these facts to the attention of city officials. An official investigation revealed that broken overhead wires to the call box swayed in high wind, caused short circuits—and false alarms.

new station on 1400 kc, 250 w, unlimited time; conditions.

KBRC Mt. Vernon, Wash.—Granted license to cover CP which authorized new station on 1430 kc, 500 w, daytime.

WSPA Spartanburg, S. C.—Granted license to cover CP which authorized changes in DA system and increase in power to 5 kw.

WSBR Superior, Wis.—Granted license to cover CP which authorized new station on 1490 kc, 250 w, unlimited time; conditions.

WWNS Statesboro, Ga.—Granted modification of CP to change type of transmitter; conditions.

WDMJ Marquette, Mich.—Granted license to cover CP which authorized installation of new transmitter.

WKUL Cullman, Ala.—Granted license to cover CP for new station to operate on 1340 kc, 250 w, unlimited time; conditions.

KSLO Ogden, Utah—Granted modification of CP which authorized new station, for changes in transmitting equipment, for approval of antenna with FM antenna mounted on top and approval of transmitter and studio locations.

WQER area of Atlanta, Ga.—Granted modification of remote pickup license to change corporate name to Board of Regents of University System of Ga., for and on behalf of Ga. School of Technology.

KCPR San Francisco—Granted modification of CP which authorized new commercial television station, for extension of commencement and completion dates to 5-18-47 and 11-18-47, respectively.

Col. Bcstg. System, area of New York—Granted license for an experimental television broadcast station.

WIPD Mobile, area of Philadelphia—Granted license to cover CP which authorized new remote pickup broadcast station. Frequency assignment subject to change in accordance with proceedings in Docket 6651.

KFAS Portable, area of Fairbanks, Alaska—Granted license to cover CP which authorized new remote pickup station; frequency assignment subject to change in accordance with proceedings in Docket 6651.

Evergreen Bcstg. Corp., Mobile, area of Seattle—Same.

Appalachian Bcstg. Corp., Portable, area of Bristol, Vt.—Granted two CPs for new remote pickup stations, frequency assignment subject to change in accordance with proceedings in Docket 6651.

KFAB Bcstg. Co., Portable-Mobile, area of Omaha and Lincoln, Neb.—Granted CP for new remote pickup station; frequency assignment subject to change in accordance with proceedings in Docket 6651.

WAGE Portable-Mobile, area of Syracuse, N. Y.—Same.

James E. Murray, Portable-Mobile, area of Hutchinson, Kan.—Same.

WWBT Baltimore—Granted modification of CP which authorized commercial television station, for extension of commencement and completion dates to 1-21-47 and 7-21-47, respectively.

KWEM West Memphis, Ark.—Granted modification of CP which authorized new station, for extension of completion date to 2-1-47.

Feb. 5 Applications . . .

Accepted for Filing

AM—1160 kc

Home News Publishing Co., New Brunswick, N. J.—CP for new standard station, 1510 kc, 1 kw, daytime—AMENDED: to change frequency from 1510 to 1160 kc, power from 1 kw daytime to 250 w daytime, make changes in antenna and ground system, change type of transmitter and transmitter location.

AM—1450 kc

Hanover Bcstg. Co., Hanover, Pa.—CP for new standard station, 1450 kc, 100 w, unlimited time.

AM—800 kc

Alabama Bcstg. Co., Decatur, Ala.—CP for new standard station, 800 kc, 1 kw daytime.

AM—940 kc

North Alabama Bcstg. Co., Guntersville, Ala.—CP for new standard station, on 940 kc, 250 w, daytime.

AM—1230 kc

Alachua County Bcstg. Co., Gainesville, Fla.—CP for new standard station, 1230 kc, 250 w, unlimited time.

AM—680 kc

Radio Atlanta, Atlanta, Ga.—CP for new standard station, 680 kc, 1 kw, daytime.

AM—1400 kc

Northeast Georgia Bcstg. Co., Gainsville, Ga.—CP for new standard station, 1400 kc, 250 w, unlimited time.

AM—980 kc

Louie L. Morris, Hartwell, Ga.—CP for new standard station, 980 kc, 1 kw, daytime.

AM—940 kc

WBBB Burlington, N. C.—CP to change frequency from 920 to 940 kc, change hours of operation from daytime to unlimited time using 1 kw day and night and install DA for night use.—AMENDED: to increase power from 1 kw day and night to 5 kw daytime only; hours of operation from unlimited to daytime; make changes in vertical antenna and ground system and change type transmitter.

AM—950 kc

WSPA Spartanburg, S. C.—Voluntary transfer of control of licensee corporation from A. B. Taylor to Walter J. Brown, (360 shares of capital stock—39.6%).

AM—1050 kc

WTVN Johnson City, Tenn.—Modification of CP which authorized new standard station for approval of antenna, to change type of transmitter for approval of transmitter location.

AM—1540 kc

KGBC Galveston, Tex.—CP to change hours of operation from daytime to unlimited time, increase power from 1 kw day to 1 kw day and 250 w night and install DA for night use.

AM—1540 kc

KGBC Galveston, Tex.—License to cover CP which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of antenna power.

AM—1240 kc

Harry Willard Linder, St. Cloud, Minn.—CP for new standard station, 1240 kc, 250 w, unlimited time.

AM—1400 kc

Sikeston Community Bcstg. Co., Sikeston, Mo.—CP for new standard station, 1400 kc, 250 w and unlimited time.

AM—900 kc

George Basil Anderson, Columbus, Neb.—CP for new standard station, 900 kc, 1 kw, daytime.

AM—1450 kc

KDSJ Deadwood, S. D.—Modification of CP which authorized new standard station for approval of antenna, for approval of transmitter location to specify studio location and to change name of applicant from John Daniels, Eli Daniels and Harry Daniels d/b as Daniels and Sons Bcstg. System to John Daniels, Eli Daniels and Harry Daniels d/b as Heart of The Black Hills Station.

FM—Unassigned

Cannon & Callister, Los Angeles—CP for new (metropolitan) FM station to be operated on frequency to be assigned. —AMENDED: to change type of transmitter, ERP from 9.7 kw to 36.8 kw and make changes in antenna system.

FM—96.5 mc

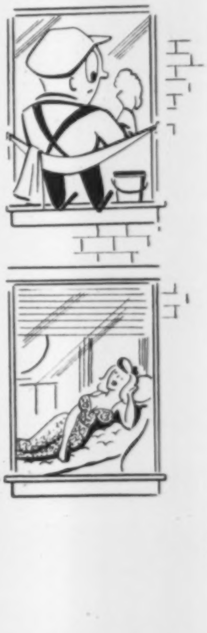
Earle C. Anthony, Los Angeles—CP for new FM station on 43,700 kc.—AMENDED: to change frequency from 43,700 kc to channel 243, 96.5 mc, change type of transmitter, officers and stockholders, change transmitter location,

(*Continued on page 64*)

WDOD
21st YEAR
CBS
5,000 WATTS DAY AND NIGHT
PAUL H. RAYMER
NATIONAL
REPRESENTATIVES
first IN CHATTANOOGA

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

LOOK
What You're MISSING



For a more revealing view of the postwar market, take a look at Mississippi—the South's No. 1 expanding market. Life Insurance Research Bureau reports policy sales are at 207% of the pre-war level and 61% greater than the 1945 average. To get inside this growing BILLION DOLLAR Market, buy all the 'Ole Miss Stations and you can't MISS Mississippi!

THE 'OLE MISS STATIONS

WAML	Laurel	WGCM	Gulfport	WLAU	Laurel
WCBI	Columbus	WGRM	Greenwood	WMIS	Natchez
WCOC	Meridian	WJDX	Jackson	WQBC	Vicksburg
WELO	Tupelo	WJPR	Greenville	WROX	Clarksdale
WFOR	Hattiesburg	WJXN	Jackson	WSLI	Jackson

MEMBERS MISSISSIPPI BROADCASTERS ASSOCIATION

KANSAS
CITY
IS
A
KOZY
MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in
the Kansas City Area

Ask for Rate Card 3

FCC Actions

(*Continued from page 63*)

Applications Cont.:

ERP from 317 kw to 268,675 w and make changes in antenna system.

AM—1370 kc

KEEN San Jose, Calif.—Modification of CP, which authorized new standard station for approval of antenna, to change type of transmitter to change transmitter location and to change studio location.

AM—1450 kc

The Voice of Nevada's Capital, Carson City, Nev.—CP for new standard station, 1450 kc, 250 w, unlimited.

AM—1490 kc

WTNB Birmingham, Ala.—CP to make changes in transmitting equipment.

AM—570 kc

WGWD Gadsden, Ala.—Modification of CP, which authorized new standard station for approval of antenna, to change type of transmitter and for approval of transmitter and studio locations.

AM—1340 kc

KWSD Mt. Shasta, Calif.—Modification of CP, which authorized new standard station, for approval of antenna and transmitter location.

AM—1130 kc

KYOR San Diego, Calif.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1570 kc

WFRL Freeport, Ill.—Modification of CP, which authorized new standard station, for approval of antenna, to make change in transmitting equipment, and for approval of transmitter location.

AM—1400 kc

KWSL Lake Charles, La.—Modification of CP, as modified, which authorized new standard station, to make changes in vertical antenna, to change type of transmitter and to change transmitter and studio locations.

AM—1230 kc

WJOR Bangor, Me.—Voluntary assignment of CP to Bangor Bcstg. Service.

AM—1490 kc

WHAV Haverhill, Mass.—Modification of CP, as modified, which authorized new standard station, to change type of transmitter.

AM—1550 kc

WLOA Braddock, Pa.—Modification of CP, as modified, which authorized new standard station, to change hours of operation from daytime to unlimited time, increase power from 1 kw day to 5 kw day and night, install new transmitter and DA for night use.

AM—1450 kc

WILK Wilkes-Barre, Pa.—Voluntary assignment of CP to Wyoming Valley Bcstg. Co.

AM—1220 kc

WEPL Providence, R. I.—Modification of CP, which authorized new station to increase power from 250 w day to 1 kw day, install new transmitter, make changes in vertical antenna and change transmitter location.

AM—710 kc

WTPR—Paris, Tenn.—Modification of CP, which authorized new standard station, for approval of antenna and transmitter location.

AM—550 kc

KTSA San Antonio, Tex.—Modification of CP, which authorized increase in power and installation of DA for night use, for approval of DA system, to install new transmitter and change transmitter location.

AM—1540 kc

Patroon Bcstg. Co., Albany, N. Y.—CP for new standard station, 1540 kc, 10 kw, DA and unlimited.—AMENDED: to modify DA and make changes in ground system.

FM—Completion Date

WAGE-FM Syracuse, N. Y.—Modification of CP, which authorized a new FM station, to change type of transmitter ERP to 34 kw, antenna height above average terrain to 1070 feet, make changes in antenna system and change commencement and completion dates.

AM—810 kc

Green Bay Newspaper Co., Green Bay, Wis.—CP for new standard station, 1400 kc, 250 w, unlimited.—AMENDED: to change frequency from 1400 to 810 kc, power from 250 w day and night to 1 kw daytime only, hours of operation from unlimited to daytime and change type of transmitter.

Application Returned:

AM—1540 kc

The Littleton Co., West Hartford, Conn.—CP for new standard station, 1540 kc, 250 w, daytime. Returned Jan. 31.

Application Dismissed:

AM—1310 kc

Beal & Hauser Bcstg. Co., Fontana, Calif.—CP for new standard station, 1310 kc, 250 w and unlimited time.—DISMISSED Feb. 3 by request of applicant.

License Renewal

WMLT Dublin, Ga.—License Renewal.

AM—1230 kc

Alvin E. O'Kenski, Merrill, Wis.—CP for new standard station, 1230 kc, 250 w, unlimited.

AM—1010 kc

Samuel L. Stephens Sr., Brigham City, Utah—CP for new standard station, 1010 kc, 250 w, daytime.

AM—1430 kc

Eastland County Bcstg. Co., Eastland, Tex.—CP for new standard station, 1430 kc, 500 w, daytime.

AM—1060 kc

DeKalb Bcstg. Co., Decatur, Ga.—CP for new standard station, 1060 kc, 1 kw, daytime.

AM—1230 kc

Ari-Ne-Mex Bcstg. Corp., Deming, N. M.—CP for new standard station, 1230 kc, 250 w, unlimited.

AM—1480 kc

Modern Bcstg. Co. of Baton Rouge, Baton Rouge, La.—CP for new standard station, 1480 kc, 1 kw, daytime.

AM—830 kc

Twin Tonawandas Studios, Tonawanda and North Tonawanda, N. Y.—CP for new standard station, 830 kc, 1 kw, daytime.

AM—1550 kc

The Montana Network, Billings, Mont.—CP for new standard station, 1550 kc, 1 kw night, 5 kw day, unlimited.

AM—1450 kc

Davidson County Bcstg. Co., Lexington, N. C.—CP to change frequency from 1190 to 1450 kc, hours of operation from daytime to unlimited using 250 w power.

AM—970 kc

WWSW Pittsburgh—Modification of CP for approval of DA for day and night use and change transmitter location.

AM—1400 kc

William Kleeman, Clarksville, Tenn.—Voluntary assignment of license to Elmer T. Campbell and John Perry Sheftall d/b as Campbell & Sheftall.

AM—770 kc

KXA Seattle—CP to increase power from 1 kw to 50 kw, change hours of operation from limited to unlimited, install new transmitter, DA for day and night use and change transmitter location.

AM—1250 kc

WCNT Centralia, Ill.—CP to change frequency from 1210 to 1250 kc, hours of operation from daytime to unlimited time using 500 w night and 1 kw daytime and install DA for night use.

AM—900 kc

Southern Puerto Rico Bcstg. Corp., Ponce, P. R.—CP for new standard station, 900 kc, 250 w, unlimited.

AM—1560 kc

Ramon Agude, Bayamon, P. R.—CP for new standard station, 1560 kc, 250 w, unlimited.

AM—850 kc

Richland Bcstg. Corp., Richland Center, Wis.—CP for new standard station, 850 kc, 250 w, daytime.

AM—870 kc

Randall County Bcstg. Co., Canyon, Tex.—CP for new standard station, 870 kc, 250 w, daytime.

AM—1490 kc

Alexandria Radio Corp., Alexandria, Minn.—CP for new standard station, 1490 kc, 250 w, unlimited.

AM—1300 kc

Frank E. Duhme, St. Petersburg, Fla.—CP for new standard station, 1300 kc, 1 kw, unlimited. DA for night use.

AM—1230 kc

Hobart G. Stephenson Jr., St. Louis, Mo.—CP for new standard station, 1230 kc, 250 w, unlimited time. (Contingent on grant WIL application to change frequency).

AM—1260 kc

Steel City Bcstg. Co., Gary, Ind.—CP for new standard station, 1260 kc, 1 kw, daytime.

AM—1240 kc

Max H. Lavine, St. Cloud, Minn.—CP for new standard station, 1240 kc, 250 w, unlimited.

AM—1400 kc

Angelus Bcstg. Co., Temple City, Calif.—CP for new standard station, 1400 kc, 250 w, limited time (night) hours of operation.

AM—1230 kc

KFJB Marshalltown, Iowa—Transfer of control of licensee corporation from John Ruan, Robert Root, Kenneth A. Durham and Joseph F. Rosenfield to Times-Republican Printing Co.

AM—830 kc

KFWB Los Angeles—CP to change frequency from 980 to 830 kc, increase power from 5 kw to 50 kw, install new transmitter, DA for day and night use and change transmitter location.

AM—980 kc

Bexar Bcstg. Co., San Antonio, Tex.—CP for a new standard broadcast station to be operated on 980 kc, 1 kw, daytime.

AM—570 kc

Douglas Bcstg. Co., Douglas, Ariz.—CP for new standard station, 570 kc, 1 kw, daytime.

AM—1490 kc

Paul B. Lingenfelter, Clinton, Okla.—CP for new standard station, 1490 kc, 250 w, unlimited.

AM—1230 kc

Benton County Bcstrs., Kennewick, Wash.—CP for new standard station, 1230 kc, 250 w, unlimited.

AM—1400 kc

Pioneer Bcstrs., Pleasantville, N. J.—CP for new standard station, 1400 kc, 250 w, unlimited.

AM—1240 kc

Ishpeming Bcstg. Co., Ishpeming, Mich.—CP for new standard station, 1240 kc, 250 w, unlimited.

AM—1000 kc

WCFL Chicago, Ill.—Modification of CP to make changes in DA.

AM—650 kc

WJSW Altoona, Pa.—Modification of CP to increase power from 250 w to 1 kw, daytime and install new transmitter.

(*Continued on page 69*)

"FOR GREATER COVERAGE AT LESS COST"
IN PENNSYLVANIA'S RICH ANTHRACITE REGION

1000 W WHWL 730 KC

IS A MUST!

"ANTHRACITE'S GREATEST DAYTIME COVERAGE"

NANTICOKE, PA.

FORJOE & COMPANY
National Representatives

EXPECTED ON THE AIR SOON!

SPONSORS

HENRY M. SCHACHTE, former account executive at Young & Rubicam, New York, has joined the Borden Co., New York, as assistant to the director of advertising.

PACKARD BELL Co., Los Angeles (Phonocord-recorder), in a two to four week campaign which started in early January is using a heavy concentrated transcribed announcement schedule on 59 stations in seven western states. Other stations will be added. Agency is Dunn-Fenwick & Co., Los Angeles.

THE PERFEX Co., Shenandoah, Iowa (Perfex Super Cleaner), has extended its radio campaign to include quarter-hour weekday "The Kitchen Club" program on KFYR Bismarck, N. D.; KWTO Springfield, Mo., and KMMJ Grand Island, Neb. Homemaker type show is to be started Feb. 24 on KCMO Kansas City.

ASSOCIATED STATIONERS, Oakland, Calif. (office equipment and supplies), has appointed Ad Fried Adv., that city, as agency. Radio is included.

JOE G. WICK, general sales and advertising manager of the David G. Evans Coffee Co., St. Louis, has been named vice president of that firm.

BENNETT S. CHAPPLE Jr., formerly on the staff of the vice president in charge of sales, U. S. Steel Corp. of Delaware, has been appointed assistant vice president in charge of sales of the firm.

THE BRIDGFORD Co., San Diego, Calif. (processor and distributor of Bridgford frozen foods), has appointed N. W. Ayer & Son, New York, as advertising counsel.

COAST COUNTIES Gas and Electric Co., San Francisco, to Knolling Adv., that city.

BELFAST BEVERAGES, San Francisco, to Weiner Adv., same city.

CHARBONNEAU PACKING Corp., Yakima, Wash., to Ruthrauff & Ryan, Seattle, for New West Apple Juice.

RICE GROWERS Assn., Sacramento, Calif., and **AVOSET Inc.**, San Francisco (dairy product), to McCann-Erickson, San Francisco.

FROZEN COOKED FOODS, San Francisco, to Hoefer, Dietrich & Brown, that city, for Handy Hostess and Sky Fare.

HOGAN & VAN GELDER LUMBER Co., San Francisco, to George Taylor Adv., that city, to handle Northern California radio.

JOHN ROBERT POWERS SCHOOL, Pittsburgh, to F. A. Ensign Adv., that city; radio included.

N. T. SCHWINN, advertising manager of Household Finance Corp., Chicago, is in Hollywood for program and promotion conferences with network executives on CBS "The Whistler," which firm starts sponsoring March 20 on stations east of Rocky Mountain. Signal Oil Co. sponsors weekly half-hour psychological mystery drama on CBS West Coast stations.

MERITT CHEMICAL Co., Greensboro, N. C., to J. M. Hickerson Inc., New York, for an all purpose skin powder and other consumer products; radio will be used.

MEMO PRODUCTS, Los Angeles (frozen coffee), in addition to weekly quarter hour recorded music on KFAC Los Angeles, Jan. 27 started consistent spot announcement schedule on that station as well as KFWB KMPC KLAC. Contracts are for 52 weeks. Agency is Makelim Assoc., Hollywood.

SUPERIOR MACARONI Co., Los Angeles, has appointed Bass-Luckoff of Hollywood to handle advertising. Radio will be used.

NORRIS OF CALIFORNIA, manufacturer of cookware, and its exclusive national sales representative, the C. S. Keating Assoc., have appointed Shaw Levally Inc., Chicago, to handle advertising of Thermic Ray line of aluminum and copper coated stainless steel products.

RUSSELL V. VERNET, former advertising assistant of Mutual Life Insurance Co. of New York, has been appointed director of advertising. Prior to service in Army he had been member of advertising staff of The Providence (R. I.) Journal from 1935 to 1942.

CAL-CO-PACK, Los Angeles (Better Fresh packaged vegetables), has appointed Beaumont & Hohman, Los Angeles, to handle advertising. Radio not immediately planned, but will be used in future.

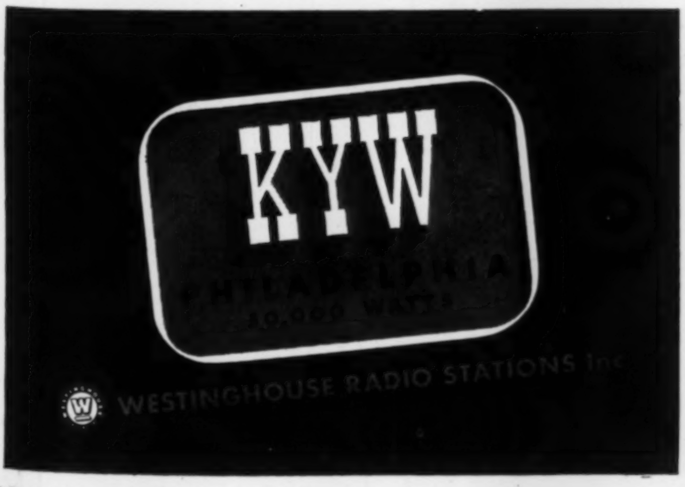
FOSTER-DACK, Toronto (Mecca ointment), has started flash announcements on a number of Canadian stations. Agency is A. J. Denne & Co., Toronto.

ENAMEL HEATING PRODUCTS, Sackville, N. B. (cooking equipment), has started newscasts daily on CFCY Charlottetown, and expects to expand to other eastern Canadian stations. Account placed direct.

HOMIS WATCH Co., Los Angeles (manufacturer), has appointed Brisacher, Van Norden & Staff, Los Angeles, to handle national advertising. Spot radio will be used.

INTERSTATE ENGINEERING Co., Los Angeles (compact vacuum cleaners), Feb. 3 started weekly transcribed announcement schedule on KFAC KGFJ KLAC KIEV and will add other Southern California stations to list. Contracts are for 13 weeks. Agency is Smith, Bull & McCreery, Hollywood.

NOMA ELECTRIC Corp., New York, has appointed four new vice presidents: **WALTER E. FLEISCHAKER** and **BERNARD E. FLEISCHAKER**, former owners of Fleischaker & Baum, which was absorbed by Noma last year; **DAVID KAHN**, former president of Estate Stove Co., also absorbed by Noma last year; and **JOSEPH L. KALLUS**, former owner of The Cameo Doll Products Co., whose products have been sold by Noma.



NETWORK ACCOUNTS

New Business

NATIONAL BISCUIT Co., San Francisco (Nabisco), Feb. 15 starts for 13 weeks variety show on 23 NBC western stations, Mon.-Wed.-Fri. 7-7:15 a.m. (PST). Agency: Botsford, Constantine & Gardner, San Francisco.

LOMA LINDA FOOD Co., Los Angeles, Feb. 3 for 52 weeks started "Melody House" on 8 CBS Pacific stations, Mon.-Wed.-Fri. 4:15-4:30 p.m. (PST). Agency: Elwood J. Robinson Adv., Los Angeles.

FAMILY FAIR Co., Winnipeg (mail order house), Feb. 3 started "Family Fair Man" on 10 CBC Dominion prairie region network stations, Mon. through Fri. 3:45-4 p.m. Agency: Spitzer & Mills, Toronto.

Renewal Accounts

GULF OIL Corp., Pittsburgh, Feb. 9 renewed for 52 weeks "We the People" on CBS, Sun. 10:30-11 p.m. Agency: Young & Rubicam, N. Y.

LADY ESTHER SALES Co., Chicago, Feb. 10 , renews for 52 weeks "Screen Guild Players" on CBS, Mon. 10-10:30 p.m. Agency: Biow Co., N. Y.

ROMA WINE Co., Fresno, Calif., Feb. 27 renews for 52 weeks "Suspense" on CBS, Thurs 8-8:30 p.m. Agency: Biow Co., N. Y.

CAMPBELL SOUP Co., Camden, N. J., Feb. 26 renews for 52 weeks "Jack Carson Show" on CBS, Wed. 8-8:30 p.m. Agency: Ward Wheelock Co., Philadelphia.

PILLSBURY MILLS, Minneapolis, has renewed for 52 weeks "Grand Central Station" on CBS, Sat. 1-1:30 p.m. Agency: McCann-Erickson, Minneapolis.

Network Change

AMERICAN OIL Co., Baltimore, March 8 switches "Professor Quiz" on ABC from Thurs., 7:30-8 p.m. to Sat. 10-10:30 p.m. Agency: Joseph Katz Co., Baltimore.

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Radio Station Consultant
84 Furman Street Schenectady, N. Y.

P. KRIEGER S. BEIDLER
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CONSULTING RADIO ENGINEERS
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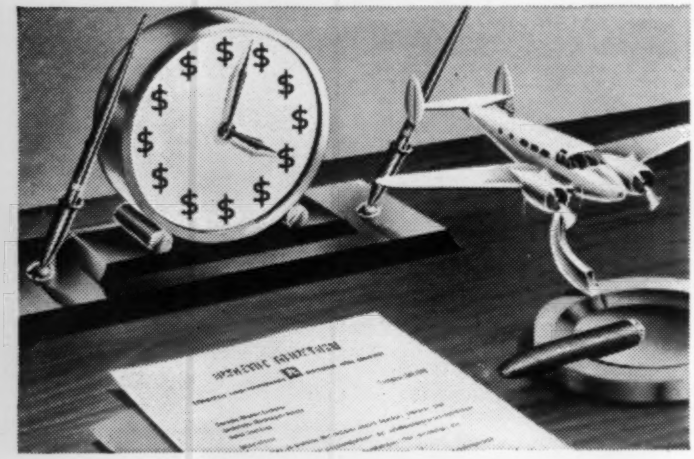
is as cheap as AIR EXPRESS



Nothing saves time like Air Express. Planes carrying your Air Express shipments are now bigger and faster than ever—and there are *more* planes in service, too. The results? Speeds up to five miles a minute now make overnight coast-to-coast shipments routine for Air Express, and frequency of service, both domestic and international, has been greatly increased.

The cost of this super-fast service, so essential to today's business needs, is surprisingly low. Air service to and from points abroad is just as speedy and inexpensive, too.

Specify Air Express-it's Good Business

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- Air-rail to 23,000 off-airline communities.
- Direct air service to and from scores of foreign countries.

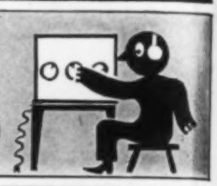
Just phone your local Air Express Division, Railway Express Agency, for fast shipping action . . . Write today for Air Express Rate Schedules containing helpful shipping aids. Address Air Express, 230 Park Avenue, New York 17, N. Y. Or ask for them at any Airline or Railway Express Office. Air Express Division, Railway Express Agency, representing the Airlines of the U. S.

AIR EXPRESS
AIR EXPRESS
GETS THERE FIRST

Rates are low

To Air Express a 10-lb. package **1549** miles costs only **$4.65!** Heavier weights are similarly inexpensive. Investigate!

TECHNICAL



WALTER M. KIDWELL, radio engineer for 15 years and during the war supervisor of radio-radar division of Goodyear Aircraft Corp., has been named chief engineer for Sun Country Broadcasting Co. and will be in charge of all engineering operations for KPSC and KPSC-FM Phoenix, KTSC and KTSC-FM Tucson and other Sun Country Network stations.

J. A. OUIMET, assistant chief engineer of CBC, Montreal, Feb. 4 spoke at Toronto on AM and FM transmission to a joint session of the Institute of Radio Engineers, Engineering Institute of Canada, and American Institute of Electrical Engineers.

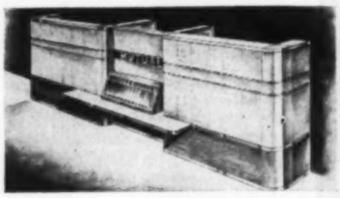
MICHAEL OHRLICK, formerly of WSBA York, Pa., has joined WFBL Syracuse, N. Y., as transmitter operator.

ROY SHANTZ, formerly of CKWS Kingston, Ont., has joined CJKL Kirkland Lake, Ont., as assistant technician.

DR. V. K. ZWORYKIN, director of electronic research, RCA Labs., Princeton. N. J., Jan. 30 told a joint meeting of the American Meteorological Society and the Institute of Aeronautical Sciences at the Hotel Astor, New York, that control of hurricanes, prevention of killing frosts and precipitation of rain in dry areas are possibilities of an electronic weather forecaster now in its early stage of development. He also stated the new electronic device holds promise of accurate weather predictions over the entire globe.

STRUTHERS-DUNN, Philadelphia, has announced new reversing, separate-circuit ratchet-operated sequence relay, type 96AFA, adaptable to numerous operations involving the addition and subtraction of loads as in switching in or out individual units from a bank of capacitors. Type 96AFA is a two-coil relay; one operating coil steps cam shaft forward while second steps shaft in reverse direction.

JAY E. TAPP, operations manager of KGER Long Beach, Calif., and **RAYMOND B. TORIAN**, former transmitter engineer of that station, have bought out Hollywood office of Commercial Radio Equipment Co. and formed new general broadcast consulting service under firm name of T & T Radio Measurements Co. Office continues at 1577 Cross-Roads-of-the-World, that city. In addition to general broadcast consulting, firm will maintain a 24-hour-a-day frequency measuring service.



MAMMOTH control panel currently being assembled by Western Electric for projected Don Lee-Mutual Hollywood studios was shown to press recently. Measuring 34 feet long and standing 10 feet high, main panel represents a part of $2,500,000 investment earmarked for new studios. Supplementary panels are 15 feet long and 10 feet high. Panels have been underway for more than year and are expected to be completed within 60 days. Panels represent over-all investment of $300,000.

JIM WATSON, control operator at WIS Columbia, S. C., has resigned to enter accounting field.

CURTIS MASON, chief engineer of KFI Los Angeles and a director of Television Broadcasters Assn., has been elected to chairmanship of Los Angeles section of the Institute of Radio Engineers.

DR. WINTON I. PATNODE, chemist on staff of General Electric Research Lab at Schenectady, has been placed in charge of Hanford Branch of the Laboratory at Richland, Wash. He succeeds **DR. W. D. COOLIDGE** who has returned to Schenectady.

CBC Engineers at Toronto and Montreal have developed "stereophonic reproduction," also known as "auditory perspective" in the U. S., with demonstration given Jan. 28 at Toronto to technicians. Symphony orchestra was picked up on two microphones placed 20 feet apart and fed to two separate high-fidelity circuits which led to two speakers in a CBC concert hall. Frequency response of channels used was 15,000 cycles. Same volume range at symphony hall was maintained at concert hall.

RCA has introduced a 16 mm film projector, type TP-16A, specially designed for television use. Unit is built to convert 24-frames-per-second standard movie projection speed to 30-frame speed required by television; insures synchronization by using common power source for video synchronizing generator and motor driving the projector shutter, and includes sound system features to improve video results.

RCA Plans Video Dealer Meetings in Los Angeles

TO PREPARE dealers of Los Angeles area for sale of television receivers, RCA is sponsoring two-day briefing meetings in that city, Feb. 26-27. Jack Marden, advertising manager, RCA instrument division, and Dan Halpin, RCA sales manager, television division, are scheduled to speak.

As a means of promoting television, T-Day will be sponsored by Los Angeles Electric Club, March 10. In conjunction with luncheon that day, KTLA Los Angeles will telecast special program in observance of event.

Ad Club Banquet

ANNUAL banquet of the Advertising Club of Baltimore will be held Feb. 15 with Kenny Delmar, NBC *Fred Allen Show* star and heard on his own program, to be presented trophy award as radio discovery of the year. Attendance of 800 will include Congressmen, Supreme Court members and other Government, state and local officials.

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NORFOLK 10, VIRGINIA
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CONSULTING RADIO ENGINEERS
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CONSULTING ENGINEERS
WASHINGTON, D. C.
1319 F St., N. W. DISTRICT 4127

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RADIO ENGINEERS
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ASSOCIATES
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Universal Research Laboratories
ROYAL V. HOWARD, Director
1 NOB HILL CIRCLE
Pine & Mason Streets
SAN FRANCISCO
DOUGLAS 5380
A Division of Universal Broadcasting Company
Radio Engineering Consultants

Broadcast — Allocation & Field Service
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CONSULTING RADIO ENGINEERS
1108 Lillian Way Phone: GLadstone 6178
HOLLYWOOD 38, CALIF.

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Allocation & Field
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Oshkosh, Wisc.
Ph: Blackhawk 22

GEORGE H. JASPERT
Radio Consultant
STATION OPERATION & MANAGEMENT
including appraisals, market
studies, program policies.
Little Building Boston 16, Mass.
Hancock 4948

QUAKER OATS Co., Chicago (Puffed Wheat and Rice Sparkies), through Sherman & Marquette, will begin a new contest March 3-21 on "Terry and the Pirates," Mon. through Fri. 5-5:15 p.m. on ABC. Writer of the best 25 words or less completing "My family likes wheat or rice shot from guns because" will be awarded a five-room pre-assembled house and $1,000 towards a lot. Second prize of contest is $500 cash, and next three hundred prizes are $5 in cash. $8,000 in cash may be awarded in lieu of the pre-assembled house at the discretion of Quaker Oats due to variations in zoning laws. Two box tops from Puffed Wheat or Rice Sparkies must be included with each entry.

Letter to Dealers

WBIB New Haven, Conn., has sent out promotion letter to radio dealers to further FM broadcasting in that area. Letter outlines plans to make public "FM conscious" by using every available means, including lectures, advertisements, movies, etc. Radio salesmen are encouraged to familiarize themselves with selling features of FM by obtaining literature which is available from manufacturers of FM sets. WBIB is scheduled to go on the air the first or second week of March. Licensee is Colony Broadcasting Corp.

Dinner for Representatives

DINNER tendered by Pacific Northwest Broadcasters for 50 brokers and factory representatives in that area explained the merchandising plans of the regional group composing the "XL stations." Purpose was to show how stations cooperated with sponsors to help boost products advertised on the air. Such "extras" as programs to stimulate tourist travel and interest in area's industrial possibilities also were pointed out.

PROMOTION

Miss America Pageant

DON RICH, former publicity manager of WJZ New York, has been appointed director of New York City and state contests associated with Miss America Pageant. Mr. Rich has established offices at 16 W. 58th St., New York, and has been granted the exclusive franchise formerly held by WJZ New York for these contests. Working with radio stations and newspapers throughout the country, he will supervise the contests for the selection of "Miss Brooklyn," "Miss New York City" and "Miss New York State."

PROMOTION PERSONNEL

MEL KAMPE, former promotional writer for St. Louis Globe-Democrat and previously with WIL St. Louis, has rejoined WIL as publicity director and assistant to program director.

GORTON T. H. WILBUR, director of promotion, publicity, special events and news at WJNC Jacksonville, N. C., Jan. 18 married Mary T. Barron of Waterbury, Conn.

OWEN ANDERSON, trade news director of CBS Hollywood press information, is in Cedars of Lebanon Hospital for 10-day streptomyacin treatment for a leg injury suffered last fall.

FM Antenna Camaign

CAMPAIGN to promote general use of external antennas on FM sets is being conducted by William R. Hutchins, manager of WFMR New Bedford, Mass. "The FM Question Box," daily question-and-answer column in The New Bedford Standard-Times, explains desirability of external antennas for obtaining best FM reception. Instruction sheets for making a folded-dipole antenna are offered to readers and listeners and copies of these instruction have been sent to some 200 radio dealers in WFMR's coverage area.

CKEY Thermometers

CKEY Toronto is placing brightly colored thermometers at strategic locations throughout the city. Finished in yellow, blue and red, the thermometer-barometer combinations prominently display CKEY and its frequency above and below instrument. CKEY also has started a monthly publication for teenagers and parents, called "580," which deals with the activities of CKEY's teen-age after school "Club 580" program.

Farm 55 Brochure

FOUR-PAGE two-color brochure prepared by The Katz Agency, New York for WKRC Cincinnati has been distributed in behalf of the WKRC model farm known as Farm 55 and its associated programs. Piece describes and illustrates activities of Ben Werk, station's farm director. Folder explains that all products to be advertised must be used on the farm with sponsor supplying product in sufficient quantity.

WJPF Boosts FM

PROGRAMS of promotion for FM, including showing of General Electric Co. film "Story of FM," have been presented to date by WJPF Herrin, Ill., before the Herrin Lions Club, Herrin Rotary Club, West Frankfort Lions Club, Ziegler Rotary Club, Herrin High School Radio Class and at WJPF studios for meeting of 65 radio dealers from 1 cities in that area.

Festival Resumed

AFTER HIATUS of five years the annual Moncton (N. B.) Musical Festival will be resumed this year under sponsorship of CKCW that city. Set for May 19-2 at local high school auditorium, festival has been sponsored annually by CKCW as a community service. Syllabus for the event was distributed last week by the station.

Success Story

PROGRAM that sold pets in large numbers forms the basis of a promotion booklet published by the NAB under direction of Hugh M. P. Higgins, assistant director of broadcast advertising. It appears under the title "Wanna Sell a Duck?" and tells about a campaign on WFBM Indianapolis. The program featured pet stories, with weekly contest for best story.

Feature Story

WSTP Salisbury, N. C., "Supper Club" program is subject of a feature story in the Feb. 3 issue of the Salisbury Sunday Post titled "Disc Jockeys Offer Radio's Top Value—Music." Behind the scenes doings of WSTP's Jim Turner, Jimmy Morris and Pat Beard are related. Experience of Kurt Webster of WBT Charlotte also is mentioned.

Promotion Preview

SKIPPY PEANUT BUTTER Co. and its agency, Garfield & Guild, San Francisco, held a special preview of promotion and production plans for the new "Skippy Hollywood Theatre" for representatives of the 32 stations carrying the program. Preview was held in the Palace Hotel, San Francisco.

WJLS House Organ

MONTHLY newspaper of interest to listeners now is published by WJLS Beckley, W. Va., for distribution in its area and to the trade. Boosting WJLS and CBS talent and programs, the paper is titled "The 560 News." Station program folder is inserted in center section.

Business Campaign

CKWX Vancouver, B. C., has set aside the last week of February for a "Courtesy in Business" campaign, with tie-ups with civic organizations, Better Business Bureaus, and retailers. Campaign is part of station's war against bad manners in business.

WBTM Script Contest

SCRIPT contest for students of area high schools and colleges is being conducted by WBTM Danville, Va., with prizes of $10 for best script in each school and $50 grand prize. Deadline is March 31.

AN AMATEUR radio drama club for NBC employes in the program and personnel departments has been organized at the New York headquarters of the network.

Only MOTION PICTURES give you Control
—Showmanship Control vital on TELEVISION programs

Only Film can guarantee: perfect lighting—absolute focus—flawless dialogue.

Only Film can make possible: repeat performances of uniform quality—identical selling messages—selective marketing.

Only Film eliminates: costly rehearsals — telephone line charges—time zone differentials.

Now available for sponsorship . . . exclusive Telereel Series. In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:
"Film—The Backbone of Television Programming."

TELEVISION RKO CORPORATION

In Television . . .
Film removes the question mark!

RKO TELEVISION CORPORATION

Dept. BG-16, 1270 Avenue of The Americas, N.Y. 20, N.Y.
A Radio-Keith-Orpheum Corporation Subsidiary
**Copyright U. S. Pat. Off.*

FCC Actions

(*Continued from page 64*)

Applications Cont.:

AM—1410 kc

KRIG Odessa, Tex.—Modification of license to change from DA day and night to employing DA night and non-DA during daytime hours.

AM—1240 kc

Farmington Bcstg. Co., Farmington, N. M.—CP for new standard station, 1240 kc, 250 w, unlimited.

AM—1230 kc

Auburn Bcstg. Co., Auburn, Ala.—CP for new standard station, 1230 kc, 250 w, unlimited.

AM—1530 kc

Chillicothe Bcstg. Co., Chillicothe, Mo.—CP for new standard station, 1530 kc, 250 w, daytime.

AM—1160 kc

Terry County Bcstg. Co., Brownfield, Tex.—CP for new standard station, 1160 kc, 250 w, daytime.

AM—1550 kc

Harvey Radio Laboratories, Cambridge, Mass.—CP for new standard station, 1550 kc, 250 w, daytime.

AM—1240 kc

The Uncompahgre Bcstg. Co., Montreso, Col.—CP for new standard station, 1240 kc, 250 w, unlimited.

AM—1200 kc

Cecil W. Roberts, Farmington, Mo.—CP for new standard station, 1200 kc, 1 kw, daytime.

AM—890 kc

Tri-Borough Bcstg. Co., Apello, Pa.—CP for new standard station, 890 kc, 250 w, daytime.

AM—1360 kc

WWBZ Vineland, N. J.—CP to change hours of operation from daytime to unlimited and install DA for night use.

Feb. 6 Decisions . . .

BY THE COMMISSION

AM—1450 kc

Gonzales Bcstg. Co., Gonzales, Tex.—Proposed grant for new station, 1450 kc, 250 w, unlimited. At same time applications of Charles W. Balthrope and Express Publishing Co., San Antonio, and Taylor Bcstg. Co., Taylor, Tex., were proposed to be denied. All requested same facilities.

AM—940 kc

Mount Vernon Radio and Television Co., Mount Vernon, Ill.—Adopted order making final proposed decision for new station, 940 kc, 1 kw, daytime. Application of Midwest Bcstg. Co. which was proposed to be denied was amended to request another frequency which would not be in conflict.

Hearing Ordered

Adopted order to show cause at hearing to be held March 10 why licenses of following stations should not be modified as follows: WTNJ Trenton, N. J., to operate on 1300 kc, 250 w, daytime; WCAM Camden, 1340 kc, 250 w, unlimited; WCAP Asbury Park, N. J., 1310 kc, 250 w, unlimited; WHAT Philadelphia, 800 kc, 250 w, daytime; WTEL Philadelphia, 860 kc, 250 w, daytime. It was further ordered that application of Valley Bcstg. Corp. for new station at Allentown, Pa., 790 kc, 1 kw, unlimited time, be consolidated with above applications for further hearing with hearing ordered herein.

Hearing Ordered

WLEU Erie, Pa.—Granted petition requesting Commission to issue order to show cause why license of Presque Isle Bcstg. Co., authorizing operation of WERC Erie on 1230 kc, 250 w, fulltime, should not be modified and to consolidate hearing on said order to show cause with hearing on application of WLEU. Ordered that opportunity be afforded WERC to show cause at hearing before Commission to be held March 17 why its license should not be modified so as to specify use of frequency 1450 kc in lieu of 1230 kc, and that WLEU be made party to the proceeding; further ordered that this hearing be consolidated with hearing on application of WLEU heretofore held on Jan. 3-7, 1946.

Change Class FM

Stillwater Publishing Co., Stillwater, Okla.—Changed to class B the class A conditional grant authorized Dec. 5. This necessitated substituting channel 222 for the 268 channel previously assigned Enid, Okla., under tentative allocation plan, to make latter available to Stillwater.

FM—94.5 mc

NBC Washington—Granted modification of CP for class B station, as follows: 94.5 mc (No. 233), 20 kw; 330 feet, and subject to condition that permittee shall satisfy legitimate complaints of blanketing.

Petition Dismissed

Monterey Peninsula Bcstg. Co., Monterey, Calif.—Dismissed as moot petition requesting immediate consideration and grant of its application for an FM station.

Leave to Amend

Regional Bcstg. Co., Chicopee, Mass.—Granted petition for leave to amend its application for an FM station so as to change question 16(a) of said application to read: "95,900 kcs, channel 240."

Extension of Time

Allen B. Du Mont Labs. and Paramount Pictures—Granted 60-day extension of time following Commission decision in Docket 7896 (color television hearing) for requesting hearing with respect to Commission's Jan. 16 dismissal of Du Mont applications for new commercial television stations in Cincinnati and Cleveland, and applications of Interstate Circuit; New England Theatres and United Detroit Theatres Corp. for stations at Dallas, Boston and Detroit, respectively, meanwhile retaining said applications in pending files.

PROS AND CONS of question, "Radio Commercials Should Be Abolished," were discussed by debaters from Ohio Northern University, Ada, Ohio, over WLOK Lima, Ohio, on Jan. 31 in an 8 p.m. broadcast presented in cooperation with colleges and high schools in station's listening area. Participants, shown with WLOK's program director, Edgar Ulrick (standing), were (l to r): Thomas Richardson, Harold Rodocker, Bob Robinson, Charles Daley, Adrienne Pigossi and William Shryock. Ralph Elvin, WLOK's managing director, asked the collegians to pull no punches, and he reports that the no-decision debate aroused unusual interest among listeners.

Joske

(*Continued from page 15*)

1,359 commercials to upstairs fashion departments; 1,020 commercials to men's and boys' departments; 903 commercials to basement store: 865 to cosmetic lines and 865 to furniture.

Preparation Important

According to the report, preparation of radio copy is as important as choice of merchandise to be advertised. Effectiveness of the job done is increased by operation of a radio department in the store. Hints for copy writers are presented, with Joske's techniques cited. The study recommends that schools, stations and retailers train more radio writers, and proposes that stores hold regular copy reading discussions.

Approved copy should be sent to the sales promotion director and to buyers, the report recommends. As an aid for institutional copy, it is proposed that stores maintain reference files of key store facts for use in preparing programs and announcements. Radio copy should take advantage of the medium's power of suggestion in meeting objectives of institutional and sales promotion. Various methods of approach in copy writing are discussed in the report. Examples of effective selling by use of the "shop today" approach are cited.

Another tip is that radio copy which proves especially effective be kept for future use, with follow-up checking suggested along with filing methods.

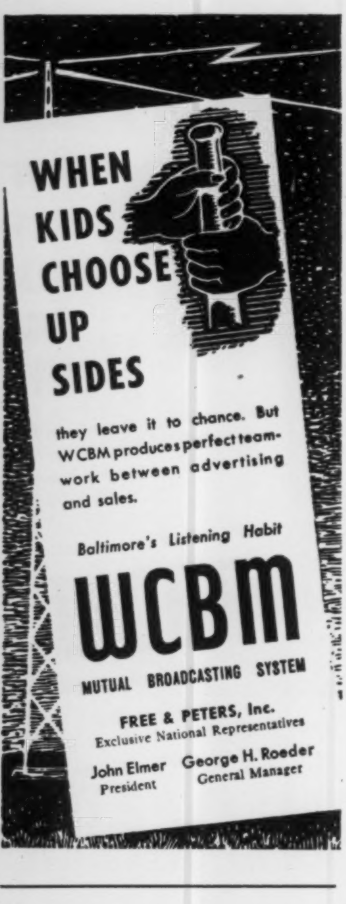
A chapter devoted to spot announcements shows how Joske's used this form of rendition successfully. The beamed technique is recommended, with most announcements limited to 50 words or less.

Basic Joske's rule for commercial copy is this: Obtain whatever results are desired with the minimum amount of copy necessary, and in keeping with good taste.

The report concludes with an appendix that includes a large number of retailer radio programs and formulas along with examples of Joske's commercials.

in the Triple Cities
Binghamton • Johnson City • Endicott
It's Always a Good Bet
To Put your Money on the
WINR
BINGHAMTON, N. Y.
HEADLEY-REED, National Representatives

More Than
4¼
BILLION DOLLARS
Yearly
was the pace set by the banking business during December—proof positive of the profitable market awaiting you
IN
PHOENIX
ARIZONA
KOY
CBS AFFILIATE
550 K. C.
1000 Watts
Key Station in the Arizona Network
1ST IN THIS RICH AND FAST GROWING MARKET
Management affiliated with WLS in Chicago
For rate card, coverage and available times—
Station KOY
Phoenix, Arizona
National Representatives
John Blair and Company



they leave it to chance. But WCBM produces perfect teamwork between advertising and sales.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.
Exclusive National Representatives

John Elmer
President

George H. Roeder
General Manager

Dick Grahl (without an e)
William Esty and Co.
100 East 42nd Street
New York, New York

Dear Dick,

sorry i got your name wrong when i wrote you last time. i'm a lot quicker at handlin' a broom than a typewriter i reckon. But one thing i ain't got wrong, is this. When the local chamber of commerce makes a prediction around here, it's about the same as moses gettin' another tablet. They made the front page of the local papers with this one . . . said 47 was goin' to be the biggest business year yet fer the Kanawha Valley. You know what that means, much as i do. Means the market here is still growin' every day . . . means WCHS is the best bet fer any advertiser, cause WCHS is the big wheel on the Kanawha Valley wagon!

yrs
algy

WCHS

Charleston, W. Va.

Five Class B FM Outlets Granted

Conditional FCC Grants For 5 Class A and 2 Class B

CONSTRUCTION PERMITS were authorized by the FCC last Thursday for 10 class B FM stations, including five grants in lieu of previously assigned facilities. The Commission further announced authorization of conditional FM grants for five class A stations and two class B outlets. The conditional grants are subject to further review and approval of engineering details.

Conditional class B grants went to John D. Ewing interests (KTHS Hot Springs, Ark., KWKH Shreveport, La.) at New Orleans and Memphis; John M. Rivers, licensee of WCSC Charleston, S. C.; Texoma Broadcasting Co., Wichita Falls, Tex., also AM applicant, and to Northwest Broadcasting Co., Fargo, N. D.

The class A grants went to The Cerritos Broadcasting Co., Long Beach, Calif., and Chesapeake Broadcasting Co., Bradbury Heights, Md.

New Orleans Outlet

The New Orleans grant was in the name of Deep South Broadcasting Corp., of which J. D. Ewing is president and 80% owner. He controls licensees of KTHS and KWKH and with members of his family owns the Times Publishing Co., Shreveport, and the News-Star World Publishing Co., Monroe, La. Times Publishing holds 100% of KWKH stock. Clarke Salmon, secretary-treasurer and 20% owner of Deep South, operates Bauerlein Adv., New Orleans. Radio Broadcasting Inc., licensee of KTHS, is the class B FM grantee in Memphis. Firm also is AM applicant there.

Texoma Broadcasting, also AM applicant at Wichita Falls, is owned by Walter D. Cline, president, 10%; Gene L. Cagle, vice president, 10%; M. Bernard Hanks, secretary-treasurer, 40%; Houston Harte, 40%. Mr. Cagle operates KFJZ Fort Worth.

Northwest Broadcasting is owned by a group of local business and professional men and firms, including J. N. Brown, vice president, 10%, who is president of Concordia College, and G. L. Scholberg, secretary-treasurer, 10%, who is professor at that institution. John Nystul is president and 10% owner. A. J. Daveau, who holds no common stock, owns 12½% preferred. The others, who own each, 10% common and 10% preferred, are: W. O. Olson, S. W. Corwin, C. M. Hale, E. L. Shaw, William Heller, Alford Farm Implements Co., and Burritt Bros., brokers.

Cerritos Broadcasting, one of the two class A grantees, is a partnership composed of Jay E. Tapp, technical director and operations manager of KGER Long Beach; Raymond B. Terian, electrical engineering student at U. of Southern California; Walter A. Nelson, auditor for the State of California, and John W. Doran, practicing attorney at Long Beach.

Chesapeake Applicant

Chesapeake Broadcasting, the other class A grantee, is also an AM applicant. Its officers and stockholders are: Arthur B. Curtis, president, 25.4%; Albert K. Porter, vice president, 14.3%; L. L. Altman, treasurer, 25.3%; Howard W. Berry, secretary, 14.3%. Remaining interest is divided among 15 other stockholders. Mr. Curtis is part owner of Curtis Bros. Furniture and Storage Co., Anacostia, Md. Messrs. Porter and Berry are with Lewis Adv., Washington, while Mr. Altman is president and general manager of the Washington, Marlboro and Annapolis Motor Lines.

The following were authorized construction permits for new FM outlets; power given is effective radiated power and antenna height is height above average terrain; AM affiliations are shown in parentheses:

KUOA Inc., Siloam Springs, Ark.—Class B; channel: 96.9 mc (No. 245); 2.6 kw; 465 ft.

Golden Empire Bcstg. Co., Chico, Calif. (KHSL)—Class B; channel: 96.7 mc (No. 244); 11 kw; 330 feet.

Independent Bcstg. Co., Des Moines (AM applicant)—Class B; channel: 100.9 mc (No. 265); 20 kw; 500 feet.

Lee Radio Inc., Mason City, Iowa (KGLO)—Class B; channel: 99.3 mc (No. 257); 140 kw; 1040 feet.

Unity Bcstg. Corp. of Mo., St. Louis—Class B; channel: 94.9 mc (No. 235); 40 kw; 500 feet.

Mobile Daily Newspapers Inc., Mobile, Ala.—Class B; channel: 103.9 mc (No. 280); 51 kw; 285 feet.*

WCAE Inc., Pittsburgh (WCAE)—Class B; channel: 92.5 mc (No. 223); 12 kw; 610 feet.*

Inland Bcstg. Co., Omaha, Neb. (KBON)—Class B; channel: 93.7 mc (No. 229); 330 kw; 700 feet.*

Oshkosh Bcstg. Co., Oshkosh, Wis. (WOSH)—Class B; channel: 102.3 mc (No. 272); 3.5 kw; 325 feet.*

Racine Bcstg. Corp., Racine, Wis. (WRJN)—Class B; channel: 101.3 mc (No. 267); 15 kw; 265 feet.*

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* In lieu of previous details.

At the same time Stillwater Publishing Co., owner of AM outlet KSPI Stillwater, Okla., and holder of conditional class A FM grant authorized last Dec. 5, was given a class B FM grant in lieu of its previous FM facility. This necessitated substituting channel 222 for the 268 channel previously assigned Enid, Okla., under the tentative allocation plan, making it available for Stillwell.

NBC Washington (WRC) was granted modification of its FM CP for a class B station to provide for following facilities: 94.5 mc (channel 233), 20 kw, antenna 330 feet, and subject to condition that permittee shall satisfy legitimate complaints of blanketing.

Kroger

(*Continued from page 18*)

ston Dustin, WSM Nashville; Charles C. Caley, Don Kynaston, WMBD Peoria; Joseph Baudino, George Tons, KDKA Pittsburgh; Wendell B. Campbell, KMOX St. Louis; Martin L. Leich, WBOW Terre Haute; Clark A. Luther, KFM Wichita, Kans.

William J. Sanning, advertising manager, The Kroger Co., announced that sales of the company's coffee, which *Linda's First Love* advertises, hit an all-time high during the past year. Roger Forster, announcer on the program, acted as master of ceremonies at the birthday party, during which a portion of the program's first episode was played.

Representing the Ralph H. Jones Co. at the dinner, in addition to its president, were: Harry E. Warren, William A. Powers, John Saunders, James J. Booth, Mary Boreyko, Alma Miggins, James J. Nelson, Roy Madison, Kathryn M. Hardig.

THE INSIDE STORY of the availability of receivers, of FM, television and industry opportunities was brought to the public over KSFO San Francisco when Joseph Gerl (l), director of the RMA and president of Sonora Radio & Television Corp., discussed radio with Royal V. Howard, vice president in charge of engineering for the Associated Broadcasters Inc. Prior to the broadcast, Mr. Gerl had addressed the Lions Club on "How Will Television Affect American Industry."

Draft Contract

AFRA and executives of WMCA, WNEW and WINS New York last week were drafting the language of a contract which is expected to be signed by all parties early this week [BROADCASTING, Feb. 3].

Lubcke Honored

HARRY R. LUBCKE, director of television for Don Lee Broadcasting System, Hollywood, operator of W6XAO, will be given a War Dept., citation for "outstanding assistance in the research and development of electronic equipment during World War II" at the Los Angeles Advertising Club meeting Feb. 18. Brig. Gen. John P. Doyle, commanding general of 12th Air Force at March Field, Calif., will make the presentation.

SPECIAL AWARD is presented to WINX and WINX-FM Washington for the stations' *Bright Tomorrow* series against racial and religious intolerance [BROADCASTING, Jan. 20]. Mrs. Grace Yawkey, vice chairman of the Washington Council of the East and West Assn., presents the scroll to Regis O'Donnell, station manager.

ELEVATOR - EQUIPPED FM TOWER ORDERED

AN FM TOWER with an elevator in it to facilitate servicing of equipment—that's the dream of William E. Ware & Assoc., Chicago, and it appears it will become a reality.

Mr. Ware has placed an order with a manufacturer to construct a 550-foot FM tower, semi-self supporting, which will be equipped with a hand-shuttle elevator. The elevator will carry technicians and workmen the tower's height for antenna inspection, light replacements, coaxial cable servicing, and other detail.

Chairman Charles R. Denny of the FCC, apprised of the plan by Mr. Ware, commented: "Ware, you've found a way to make FM pay. Charge visitors $1 a ride for a view of the countryside."

Mr. Ware said the idea occurred to him because he came from Austin, Tex. There the city is lighted at night by 175-foot beacon towers, and each has a servicing elevator as standard equipment. William E. Ware & Assoc. is located at 601 Deming Pl. in Chicago.

RADIO-ELECTRONICS PUB. Corp., New York, has appointed George Elliott Adv., New York, to handle advertising.

Collective Bargaining Asked For 1500 Free Lance Writers

COLLECTIVE BARGAINING on behalf of 1,500 free lance writers of sustaining and commercial programs was sought with the major networks last week by the Radio Writers Guild.

Roy Langham, national executive secretary of the Guild, addressed a letter to the presidents of the four networks, requesting that negotiations looking toward a basic agreement covering the writers be set not later than Feb. 28.

He suggested that the minimum basic agreement should include five points: A Guild shop for free lance writers; a licensing of rights for literary material; a schedule of minimum licensing terms; revision of the present "release" procedure whereby a writer relinquishes all rights to his script at the time of its submission, and the establishment of a system for settling disputes.

Previous attempts to obtain a contract on behalf of free lance writers, Mr. Langham said, have been limited to informal conversations with the radio committee of the AAAA. These attempts, he said, have proved "fruitless," partly because the association "is without power to commit its membership to any course of action."

Cites Precedent

In his letter, which was also addressed to the AAAA and a selected list of advertising agencies, program packaging firms and transcription companies in addition to the network presidents, Mr. Langham asserted that there was ample precedent for an agreement covering free lance writers in the contracts which now exist between the networks and other radio unions, including those with the guild which represents news and staff writers.

The Guild met with representatives of the four networks at an informal hearing before the New York regional office of the National Labor Relations Board last Monday. The Guild presented its petition for certification to represent the network free lance sustaining writers, and the networks maintained that the writers are "independent contractors. The regional office is expected to make a decision early this week. It can either decide to hold formal hearings or, if it decides that the group of writers are not employes, it may ask the union to withdraw its petition.

Meanwhile, negotiations between the Guild and all networks but MBS, which employs no staff writers, for the renewal contract of the staff continuity dramatic writers are continuing.

The Guild concluded its first contract with an advertising agency last Monday when Young & Rubicam, New York, signed a one-year contract for the staff writers on the *We The People* program. The contract, retroactive to Oct. 1, 1946, includes a basic salary of $110 to $120 weekly until April 1, when the minimum salary starts at $120, and also includes a subsidiary rights clause.

Price Not Definite

PERMISSION for price mentions on the new border station CKVC Niagara Falls, Ont. [BROADCASTING, Jan. 27] has not yet been made final by the CBC board of governors, and was prematurely mentioned.

Reichhold

(*Continued from page 20*)

ger and the Detroit Symphony Orchestra—so we did away with middle commercial breaks and received special permission to drop the middle station break.

Our commercials are short and placed at the end of the program. Opening credits give a general picture of the *Musical Digest* and lead directly into the first number. Our end commercials are based upon controversial articles in the magazine.

Fan Mail Heavy

It is interesting to note that we are selling a $5 product, sight unseen, through the broadcast series. In addition, we also mention the Vox Recording Co., which will issue records by the orchestra. Yet, our fan mail—and subscription list—is mounting by the hour with letters of praise for the uncommercial treatment of the program.

Our Hoopers will be low—I know that in advance. But I contend that my thesis is essentially sound. People who love good classical music will listen to it no matter what other diversions are on hand. They will approve commercials if the commercials do not interfere with the music and if they treat of a musical subject.

Mr. Hooper, I rest my case with the *Sunday Evening Hour*.

When It's **BMI** *It's Yours*
Another BMI "Pin Up" Hit—Published by Duchess
For Sentimental Reasons

ON TRANSCRIPTIONS: Associated, Vic Damone; Capitol, Eddie LaMar; Lang-Worth, Four Knights; MacGregor, Don Swan, Barclay Allen; Standard, Bob Crosby, Buzz Adlam; Thesaurus, Music of Manhattan; World, Charlie Spivak.

ON RECORDS: Eddie Howard, Majestic; Dinah Shore, Columbia; King Cole Trio, Capitol; Charlie Spivak, Victor; Ella Fitzgerald, Decca; Art Kassel, Vogue; Fran Warren, Cosmo; Brown Dots, Manor; Skip Strahl, Emerald.

BMI
BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

KFMB *Sells* SAN DIEGO

94.2% of San Diego's men and women BUYERS are reached by KFMB from the "inside". You can CATCH this tremendously wealthy E-X-P-A-N-D-I-N-G market when you sell San Diego on KFMB.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO

WHEN YOUR PLANS CALL FOR SPOTS
CALL FOR A JOHN BLAIR MAN

JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

kglo
MASON CITY, IOWA
SOUTHERN MINNESOTA
MASON CITY
NORTHERN IOWA

Efficient merchandising service plus complete town-farm coverage make KGLO a "must" on your radio time list.

1300 K.C. 5000 WATTS CBS AFFILIATE
WEED & COMPANY, REP.

A Lee STATION

PIONEERING THE COMING MEDIA FOR THE GREAT CENTRAL CALIFORNIA MARKET
FREQUENCY MODULATION

KRFM

KFRE • KRFM *Fresno*
RODMAN RADIO STATIONS
Ask AVERY-KNODEL

Approval Is Asked On Sale of WJZM

$95,000 Paid for 250 w Station At Clarksville, Tenn.

SALE of WJZM Clarksville, Tenn. (1400 kc, 250 w) by William Kleeman to J. P. Sheftall and E. T. Campbell for $95,000 was reported to FCC last week for approval.

Mr. Campbell, who would own 60% interest, is associated with B. F. Goodrich Co. as Washington, D. C. manager. Mr. Sheftall, who is buying the remaining 40%, is a real estate broker.

The sales agreement provides for the buyers either to pay $95,000 cash for the station or to pay $40,000 cash and give $60,000 in notes, which would bring the sales price to $100,000.

Mr. Kleeman is mayor of Clarksville and owns half interest in the Coca-Cola Bottling Co. there. He said his other interests demand so much time that he feels he cannot give proper attention to the radio operations.

Meanwhile, two assignments involving no change in control were reported to the Commission for approval:

The construction permit for WJOR Bangor, Me. (1230 kc, 250 w) would be assigned from Bangor Broadcasting Service, a partnership, to the same company as a corporation. Equal owners are Stephen Velardi, president; Sidney Slon and Lawrence Slon.

A. C. Neff, owner of WDAR Savannah, Ga. (1400 kc, 250 w), proposed to assign the license to WDAR Inc. to segregate the radio operations from other business interests. Mr. Neff, owner of 40% of Neal-Blum Co., Savannah (building supplies), owns 90% and Nephew K. Clark owns 10%.

WBCC Welcomed

WBCC Bethesda-Chevy Chase, Md., which was scheduled to begin operations yesterday with 250 w on 1120 kc [BROADCASTING, Feb. 3], has announced that it will broadcast during its first week welcoming programs from 19 stations in widely separated sections of the country. The stations participating, according to Willard D. Egolf, president of WBCC, are: KFEL WTIC WQAM WHO KTRI WAVE WBAL WTCN KSTP KCMO KGVO WHEC WBIG WPTF WHBC WLW WCKY WFIL WMC.

Elected to New Post

CHARLES H. CRUTCHFIELD, general manager of WBT Charlotte, N. C., has been elected vice president of the Jefferson Standard Broadcasting Co., operators of WBT and other radio properties. E. J. de Gray, business manager of WBT, has been elected to the post of secretary-treasurer of the company, succeeding Mr. Crutchfield, who formerly occupied that post.

WESTERN VIDEO came of age on Jan. 22 when KTLA Los Angeles telecast its first sponsored show for Hilton Tupman, local Lincoln-Mercury dealer, through J. Walter Thompson Co., agency servicing account. Two hour telecast featured Paramount Pictures name talent, including Bob Hope, Eddie Bracken, Jerry Colonna, William Demarest and William Bendix. Beaming over the show are (l to r): Hilton Tupman; Jerry Colonna; Klaus Landsberg, station director and manager; Leon Benson, co-producer and head of television department for agency's Los Angeles office; Melville Shavelson, screen writer who did TV script.

Mutual Signs 400th Affiliate As Climax to Two-Year Drive

A FOREST OF GREEN PINS, each representing an affiliated station, sprouts from a United States map which hangs in Mutual's New York headquarters.

Last week a Mutual secretary stuck a new pin in Atlantic City, and with particularly loving care.

Mutual had signed its 400th affiliate, a 250 w (1340 kc) station scheduled to go on the air in June and owned by two Mutual staff members and the chief engineer of the network's New York outlet, WOR.

The acquisition of the 400th station was a sort of climax in a two-year campaign of aggrandizement. In 1944 a scraggly patch of 247 pins spotted the map where the forest of 400 grows now. The man who directed the slam bang campaign was vacationing in Georgia last week when the acquisition of the 400th station was announced, but before he left New York, Edgar Kobak, president of MBS, had prepared the way for the announcement.

In a "Report on Mutual" mailed to advertisers and agencies, Mr. Kobak said that in 1946 his network's total billings were $25,900,000—"which represents an increase of 26 percent over the previous year."

He estimated the total daytime coverage figured on "Radio Families, USA" in 1946 to be more than 28,750,000 and claimed that "the cost per 1,000 homes is not only the lowest of any network, but . . . has increased only 9/10ths of one cent in the past two years."

In answer to the question: "How does Mutual give me more for my money?" Mr. Kobak made three claims:

"Mutual's daytime coverage now exceeds 28,750,000 radio homes. This is over 84 percent of the nation's radio homes. Mutual's gross rate for full network is lower than the comparable rate of the other networks. Moreover, our discount schedule is more favorable. Which means you buy the overall coverage at a lower cost.

"This low rate, of itself would not mean much, were it not also for the fact that Mutual is lower on the basis of cost per 1,000 homes —and that is the real measure.

"In addition, and in spite of the general uptrend in the cost of advertising—Mutual's cost per 1,000 has remained practically the same throughout the past two years."

The affiliation of Mutual's 400th station will doubtlessly prompt a vigorous promotion campaign. The network's publicity and promotion departments were beginning to work on that one last week.

Owners of the new affiliate are Paul Hancock, MBS director of research for station relations; Earl Johnson, MBS chief of engineering, and Charles Singer, WOR New York chief engineer.

News Group to Meet

NEWS Subcommittee of the NAB Program Executive Committee will meet March 3 in New York, in advance of the March 6-7 meeting in Washington of the full committee. Further development of news departments at stations will be discussed along with news programming standards and other topics. Subcommittee members are E. R. Vadeboncoeur, WSYR Syracuse, chairman; William B. Quarles, WMT Cedar Rapids; Paul Wagner, WPAY Portsmouth, O. Arthur G. Stringer, who conducts NAB news clinics and is NAB director of special services, is with subcommittee.

Proposed Six Assignment Changes

Hearing Called Mar. 10 To Let Stations Give Views

POSSIBLE JUGGLING of assignments of three New Jersey stations, two in Philadelphia, and one in Erie, Pa., was proposed by FCC last week in two of the first show-cause orders since pre-war days.

The Commission called a hearing for March 10 with the following stations ordered to show cause why, if the licenses of WCAM Camden and WTNJ Trenton are renewed, these changes should not be made:

1. WCAM change from 500 w on 1310 kc, sharing time with WCAP Asbury Park and WTNJ, to 1340 kc with 250 w fulltime.
2. WTNJ change from 500 w on 1310 kc, sharing with WCAM and WCAP, to 1300 kc with 250 w, day only.
3. WCAP change from 500 w on 1310 kc, sharing with WCAM and WTNJ, to 1310 kc with 250 w fulltime.
4. WTEL Philadelphia change from 1340 kc with 100 w, sharing with WHAT Philadelphia, to 860 kc with 250 w, day only.
5. WHAT change from 1340 kc with 100 w, sharing with WTEL, to 800 kc with 1 kw, day only.

More Equitable Service

The Commission's order asserted that a more equitable distribution of radio service might result from this arrangement than from the present plan, in event FCC reverses its proposed decision anticipating a denial of license renewal to WTNJ and WCAM.

The renewal applications of WTNJ WCAM WCAP, to be given further hearing in the show-cause proceedings, originally were set for hearing when the three stations were unable to agree on a division of time. In a proposed decision and in a supplemental proposal [BROADCASTING, Oct. 22, 1945 and Sept. 16, 1946) the Commission anticipated renewal for WCAP; denial for WTNJ on grounds that the licensee lacked necessary qualifications, and denial for WCAM without prejudice to a new application when the station divested itself of a time contract which FCC found objectionable.

WHAT and WTEL, sharing time with each other, are able to operate only when WCAM is not on the air, because of interference which would result in event of either Philadelphia station's simultaneous operation with the one at Camden.

WHAT has applied for 1-kw daytime operation on 820 kc but received a proposed denial in a competitive proceeding with Camden Broadcasting Co. and Ranulf Compton, who are seeking new Camden stations on 800 and 820 kc respectively. Camden Broadcasting also received a proposed denial, the proposed grant going to Mr. Compton [BROADCASTING, Nov. 4].

Valley Broadcasting Corp., seeking 790 kc for a new 1-kw station at Allentown, Pa., has petitioned for reconsideration of the proposed grant to Mr. Compton, and the Valley application was consolidated for hearing competitively with the suggested rearrangement on the New Jersey and Philadelphia stations.

In its second show-cause order, FCC called a hearing March 17 to determine whether WERC Erie, Pa., should be required to move from 1230 kc with 250 w fulltime to 1450 kc with 250 w fulltime, in order that WLEU Erie's application to move to 1260 kc might be granted. WLEU, now on 1450 kc with 250 w, has applied for 5 kw day and 1 kw directionalized at night on 1260 kc. FCC noted that a new primary service might be provided for a substantial area by WLEU's proposed change but that present engineering standards would not permit WLEU's use of 1260 kc with another Erie station using 1230 kc.

WERC has opposed the suggested change, proposed by WLEU.

GRANT TO MT. VERNON MADE FINAL BY FCC

AN ORDER giving finality to the proposed grant to Mt. Vernon Radio & Television Co. for a new 1-kw daytime station on 940 kc at Mt. Vernon, Ill. [BROADCASTING, Dec. 30] was issued by FCC last Wednesday.

The grantee firm is owned by 25 stockholders, headed by John R. Mitchell (34.13%), head of a group of retail furniture stores in Mt. Vernon and Harrisburg, Ill., and Vincennes, Ind. L. F. Tomlinson, owner of Tomlinson Motor Co. and the Goodyear-Philco Store at West Frankfort, is vice president and owns 34.93%. Virgil T. Bailey, Mt. Vernon businessman, has 5.66% interest. The remainder of the stock is distributed among 22 Mt. Vernon residents, none of whom holds more than 2% of the firm's stock.

The grant was issued after Midwest Broadcasting Co., which also was seeking 940 kc for a Mt. Vernon station and which received a proposed denial, amended its application to request a nonconflicting frequency.

7 More Stations to Join ABC Starting on March 3

ABC last week announced the affiliation of seven new stations, bringing the total number of its affiliates to 243. The stations will join ABC starting March 3 when KFSA Fort Smith, Ark., affiliates under power of 1 kw on 950 kc. Station is owned by Donald W. Reynolds.

Other stations, powers, affiliation dates and owners include: WBEC Pittsfield, Mass., 100 w on 1490 kc, April 1, owned by the Western Massachusetts Broadcasting Co.; WELM Elmira, N. Y., 250 w on 1400 kc, May 1, owned by James R. Meachem; WCRO Johnstown, Pa., 250 w on 1230 kc, May 1, owned by Century Broadcasting Corp.; KVPO Honolulu, T. H., 10 kw on 690 kc, June 1, owned by the Pacific Frontier Broadcasting Co. Ltd.; WQAM Miami, Fla., 5 kw day and 1 kw night on 560 kc, June 15, owned by the Miami Broadcasting Co., and WHOO Orlando, 10 kw day and 5 kw night on 990 kc, July 1, owned by Orlando Daily Newspaper Inc.

Tube Record

PRODUCTION of receiving tubes in 1946 broke all records, Radio Manufacturers Assn. announced last week. Total shipments by RMA members were 205,217,174 for 1946 and 24,473,535 in December. Highest prewar production was 135,838,157 in 1941, with highest war output 139,478,321 in 1944. The 1946 production included 129,637,191 tubes for new sets, 65,228,065 for replacements, 9,991,214 for export and 360,704 for Federal agencies.

Austin

. . gives you more dollars per dialer . .

KNOW

. . gives you more dialers per dollar . . .

WEED & COMPANY
Representatives

1st in Austin, Texas

The shoe is on the other foot, NOW!

Once more milady has a choice in her buying. She can be fussy about quality and values. Now more than ever you need WLAW to help you make steady profits in New England.

5000 WATTS — 680 KC.

50,000 WATTS SOON!!

WLAW

LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:
WEED & CO.

Only ZBM Covers Bermuda

ISN'T it only natural when you find . . .

1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and those 38,000 folk depend on one station for complete radio entertainment.

Only ZBM Covers Bermuda

ABC • MBS

National Representatives
JOHN BLAIR — United States
HORACE STOVIN — Canada

Frequency Proximity To Be Debated

FCC Sets Argument as It Adopts Engineering Amendments

WHETHER AM STATIONS in the same city should be permitted to operate on frequencies only 30 kc apart [BROADCASTING, Feb. 3] will be debated in an oral argument called by FCC last week for March 4.

The Commission, which once rejected the 30-kc proposal, ordered the oral argument in a session in which it adopted, with some clarifying modifications but no real changes, all other phases of the AM Engineering Standards amendments as proposed in December and January [BROADCASTING, Dec. 30, Jan. 20; text of proposals, Jan. 6].

The amendments as adopted become effective today (Feb. 10), making them applicable in the technical processing of AM applications during the Feb. 7-May 1 "temporary expediting" period in which AM applications filed after Feb. 7 will not be considered. The Commission hopes to be able, with the aid of industry engineers, to complete by May 1 the processing of all AM applications on file as of last Friday (Feb. 7).

Although several private engineers fear that it will not be possible to complete the processing within that time, particularly since the new standards must be used, the Commission asserted in its order that the amendments as adopted "have the effect of granting certain exemptions, relieving certain restrictions and facilitating the filing and processing of applications in furtherance of the temporary expediting procedure."

Both the order for oral argument on channel separation requirements and the one approving other phases of the amendments were adopted Jan. 31 and announced last Tuesday.

The proposal for standards that would permit assignment of stations only 30 kc apart in the same city originally was made in last August's FCC-industry hearing on projected amendments. The Commission registered general disapproval at the time, and later, in its December proposals, set up requirements that would prevent assignments on only 30-kc separation if the stations' 25 millivolt per meter contours would overlap.

Since each station must put a 25-millivolt signal over the business district of the city in which it is located, this proposal in effect would preclude 30-kc separation in the same city but permit it in many cases where the stations are located in adjacent cities.

Industry engineers, who considered other portions of the proposed amendments desirable, regarded this phase as too restrictive and agreed to request that it be liberalized [BROADCASTING, Feb. 3]. A plea for liberalization also was made by Liberty Broadcasting Corp., whose application for 650 kc at Rochester, N. Y., could not be granted under the Commission's proposal because another Rochester station is assigned 680 kc. Liberty asked for a hearing, arguing that the 25-millivolt standard is too strict and lacks a sound engineering basis.

Field Tests

Before the March 4 hearing the Commission's staff will conduct field tests concerning the operation on channel separations outlined in the FCC proposal. Results of the tests will be made a part of the oral argument.

Any interested persons may participate, provided they notify FCC by Feb. 24 and give the names of their witnesses and the approximate time they will need for their presentations.

Principal changes involved in the adopted portions of the amendments, FCC officials said, include:

(1) A revised plan of computing RSS interference so as to reduce the possibility of errors encountered in certain circumstances under the old method;

(2) A method of computing nighttime limitation on local channels;

(3) A chart on "Angles of Departure vs. Transmission Range," providing a method of allowing for variations in the height of the E-layer in computing angles of departure of pertinent radiation from transmitting antennas;

(4) A "10% Skywave Signal Range Chart" relating to the determinations of skywave nighttime interference to regional and local channels.

The Standards as revised will serve as the basis for U. S. recommendations to NARBA signatory nations in a conference later this year.

Oral argument on the 30 kc separation plan will be based on the Commission's proposal, leaving its opponents the task of showing that it is too restrictive and that a more liberal plan is feasible. It reads as follows:

> Stations with the same general groundwave service area may be licensed for operation on channels as close as 40 kc separation. Although no interference ratio is specified in Table V for 30 kc separation since most receivers are sufficiently selective to tolerate a high level of interfering signal at this separation, other effects, such as cross-modulation of signals may result depending upon the relative location of two stations with such frequency separation. Accordingly, no station will be licensed for operation with a 30 kc separation from another station, if the area enclosed by the 25 mv/m groundwave contours of the two stations overlap. Frequency separation of 20 kc and 10 kc are considered inappropriate for stations with the same general urban coverage and therefore no station will be licensed for operation with less than 30 kc frequency separation if the area enclosed by the 25 mv/m groundwave contour of either one overlaps the area enclosed by the 2 mv/m groundwave of the other, although proper protection might be indicated in accordance with Tables IV and V.

50,000 watts in the right place

KMPC*

710 KC—LOS ANGELES

G. A. RICHARDS, PRESIDENT

R. O. REYNOLDS, VICE-PRES. & GEN. MGR.

*Prosperous California

New Station Grant For Gonzales, Tex.

FCC Issues CP for Fulltime Local Outlet on 1450 kc

A GRANT to Gonzales Broadcasting Co. for a new 250-w fulltime station on 1450 kc at Gonzales, Tex., and denials for two competing applicants for the same frequency for San Antonio and one for Taylor, Tex., were proposed by FCC in a decision announced last Thursday.

"Fairness and equity require the granting of one station to Gonzales rather than a seventh station to San Antonio," the Commission declared in explaining its choice between the two cities.

FCC said it was "impressed with the general qualifications" of the Taylor applicant, Taylor Broadcasting Co., and "with the need for service" in that town, but that the proposed Taylor operation "would involve serious adjacent channel interference" with WACO Waco, authorized to use 1460 kc, and accordingly is "inconsistent" with FCC standards.

The San Antonio applicants are Charles W. Balthrope, station manager of KABC San Antonio, and Express Publishing Co., publisher of the San Antonio *Express* and *News* and holder of an FM grant. Taylor Broadcasting is principally owned by Alexander Louis of Austin, an attorney, who is president and owns 40% stock interest, and D. B. Hardeman Jr., attorney, former sports writer, and a wartime major in the Army, who is vice president and owns 36%.

Gonzales Broadcasting, winner of the proposed grant, is owned by Laurence Walshak, manager of the U. S. Employment Service office at Gonzales, and his brother-in-law, Frank Wilson Jr., a native of Gonzales but now in Richmond, Va., as an assistant repeater chief with Western Union. The two owners propose to serve jointly as station manager, with Mr. Wilson also acting as chief engineer and Mr. Walshak as business and commercial manager.

Acquires Interest

M. M. HEYMANN, former creative chief of Small & Seiffer, New York, has purchased the half interest of Marvin Small, formerly of the agency, and has become vice president and secretary of the firm. Albert Seiffer continues as president and treasurer and the firm's title remains the same.

1892 Allen John de Castro 1947

Mr. de Castro

ALLEN J. de CASTRO, 54, vice president in charge of radio at the Joseph Katz Co., New York, died of a heart attack on Feb. 2 at his home in South Norwalk, Conn.

Mr. de Castro first entered the radio industry at CBS where he handled the Kostelanetz show to Latin America in Portuguese and Spanish for the Coca Cola Co. He later joined the Blue Network where he handled such programs as *Duffy's Tavern*, Gracie Fields and *Mr. Anthony*. Just before joining the Katz Co., Mr. de Castro was commercial program manager for MBS where he spent nearly six months developing the *Mutual Daytime Playhouse* which planned to record evening network shows for play-back the next day, but could not be put into effect at the time due to difficulties arising with the AFM.

At the Katz company a large part of Mr. de Castro's time was devoted to work for the U. S. Treasury in connection with various war bond drives.

Surviving are his wife, the former Dorothy Trimble; a son, Allen Jr.; a daughter, Lois; a brother, Ralph E., and a sister, Helen M. de Castro.

Neighborhood Television Relay Plan Is Described

SYSTEM of neighborhood television relays, feeding nearby home sets by cable, is described in a report covering six articles by Dr. Fritz Schroeter, former video director of Telefunken Co., Berlin. The report (Six Papers on Television PB-47865, photostat $6, microfilm $2, 76 pages) is available at the Office of Technical Services, Dept. of Commerce, Washington 25, D. C. It is in German with introduction in English.

Home sets under this system would be simplified models, picking up cable signals from the master receiver which would convert original signals to lower frequencies. These sets would be low-priced, Dr. Schroeter believes. He advocates phase modulation for video. Other articles cover a television scanning method, channeling by time division on a wide-band carrier, code modulated telephony and multiplex code modulated telephony.

TV Plans Ready

PLANS for a new building to house video and FM facilities in downtown Los Angeles have been announced by *Los Angeles Times*. Studio facilities currently planned for television are two live talent and one for film with additional space devoted to FM. Construction cost is estimated at $400,000 on property site measuring 150x200 feet on Figueroa St., between First and Temple Sts. Newspaper's original plan had been to erect building adjacent to Pasadena Playhouse. This unit will be erected at later date, it was reported. Construction at Los Angeles will get underway within four months with hope of completion six months after start.

Hawaiian Stations Form 4-Outlet Network Group

EXECUTIVES from the four major islands in the Territory of Hawaii met Jan. 21-22 at Wailuki, Maui (home of KMVI) for what is said to be the first all-Island conference in the history of Hawaiian radio. Result was the Aloha Broadcasting System, a four-station network that will completely cover the Hawaiian Islands and will offer sponsors one package for the Hawaiian market, beginning in March.

Joining in the cooperative undertaking are KTOH Island of Kauai (250 w, now applying for 1 kw), KHON Honolulu (250 w, now applying for 5 kw), KMVI Island of Maui (1 kw), and the big Island Broadcasting Co. of Hilo (applicant for 1 kw station). All members of the Aloha System will be affiliates of the Mutual and Don Lee networks.

HOLLYWOOD AD CLUB TO HEAR KIST OWNER

HARRY BUTCHER, owner-manager of KIST Santa Barbara, Calif., will address the Hollywood Advertising Club on "Founding A Radio Station" at its meeting Feb. 17. Robert J. McAndrews, NBC Western Network advertising and promotion manager, will be chairman, with Walter Van de Camp, head of California Adv. Agency, presiding.

With a membership of 175, the newly organized Ad Club has voted in a nine-man board of directors consisting of Mr. McAndrews; Ed J. Broman, vice president and general manager of Universal Radio Productions; Homer Griffith, head of Homer Griffith Co., station representatives; Thomas H. A. Lewis, vice president and director of radio, Young & Rubicam Inc.; David Glickman, manager of the Hollywood bureau of BROADCASTING; David Lipton, executive coordinator of advertising, Universal-International Studios; John M. Kemp, manager, *Hollywood Shopping News;* Dan Gann, editor, *Western Family*; C. Burt Oliver, Hollywood manager of Foote, Cone & Belding. Board will serve until June when new directorate will be elected.

FELLOWSHIPS OFFERED BY U. S. RUBBER CO.

GRADUATE FELLOWSHIPS in chemistry at 10 leading universities have been made available by the U. S. Rubber Co., sponsor of the Sunday afternoon CBS broadcasts of the New York Philharmonic-Symphony.

In announcing the fellowships, which will be available for the academic year starting July 1 for students selected by universities in accordance with the usual practices, Herbert E. Smith, president of U. S. Rubber, cited the importance of chemical research to the nation at large as well as to his company. Students will receive $1200 if single, $1800 if married, with an additional $1000 going to the university for tuition and other costs. The following unversities have accepted the fellowships: California Institute of Technology, Cornell U., Harvard U., Massachusetts Institute of Technology, Northwestern U., U. of California, U. of California at Los Angeles, U. of Chicago, U. of Minnesota and U. of Wisconsin.

Correction

THROUGH an error, the picture accompanying the obituary of Charles P. Manship Sr., owner of WJBO and WBRL (FM) Baton Rouge, [BROADCASTING, Feb. 3] was that of Charles P. Manship Jr., WJBO president. BROADCASTING regrets the error.

FOOD FOR THOUGHT

KOIN Consumer Show Observes Twelfth Anniversary

TWELVE YEARS on the same station, with the same sponsor, and the same commentator is the record for the six-times weekly *Consumer News* on KOIN Portland, Ore. In January 1935 Fred Meyer, of the Fred Meyer Shopping Centers of Portland, selected radio as a means of acquainting the public with activities and notes of interest on food and other commodities in his shopping centers. As commentator, he chose Peter Mudie, hostess for the company.

Following the anniversary broadcast, Mrs. Mudie left for the East to visit food processing plants, in a tour similar to one she made six years ago for the program. After a month in the East she will return to Portland and then go to Southern California, to observe more food processing methods.

KWIN Rebuilding

CONSTRUCTION of new building to house KWIN Ashland, Ore., has started following a fire on Dec. 20 which totally destroyed the station's transmitter and studios. New building will be on the same site but a different floor plan will be utilized. KWIN plans to be in operation again around the first of March, according to Bob Reinholdt, manager. Gates Radio Co. equipment will be used.

EXPERIENCED in broadcasting "What the Farmer wants to hear" since 1923, KFEL Farm Reporter GUS SWANSON supplemented his regular early morning programs, sponsored by Jack Wehner Land Offices, with twice daily broadcasts direct from the National Western Stock Show.

GUS SWANSON
KFEL
DENVER
This is Mutual
5000 WATTS

Managed by GENE O'FALLON since 1923 • Represented by BLAIR since 1937

The Lengthened Shadow of Men Who KNOW HOW From EXPERIENCE

We
Harness
Buying
Quotients
MEMPHIS

In plain English — "WHBQ produces more sales at lower cost." How? By giving every customer more coverage per dollar. A respectable Hooper—and better merchandising aids. Get the facts today.

CALL W. H. BEECUE

RAMBEAU
New York • Chicago • Hollywood

Making *the best* even better!

ORIGINAL SONGS
The Texas Rangers
SING

Now—along with "The Texas Rangers"

A sure-fire give-away or self-liquidating offer! Attractive 48-pages of *Original Songs The Texas Rangers Sing* and scrap book album. Provided sponsors of "The Texas Rangers" *at cost!* Write for full details.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MO.

High Officialdom Entertained By Radio Correspondents Assn.

HIGH officials of Government and broadcasting attended the annual dinner Feb. 1 of the Radio Correspondents Assn. in honor of President Truman, with 565 members and guests paying tribute to the Chief Executive at the Hotel Statler, Washington.

Entertainment was provided by the four networks, with Charles Barry, ABC New York, in charge of production. The networks entertained at a combined cocktail party before the dinner. Talent included the U. S. Marine Corps Band under direction of Capt. William E. Santleman; Bob DuPont, juggler; cast of *It Pays to Be Ignorant*, Henry Morgan, Abbott & Costello, Mimi Benzell, opera singer, and Paul Whiteman's orchestra with Earl Wilde, pianist, and Eugenia Baird, vocalist.

Toastmaster was Rex Goad, Transradio-Press, association president. Members of the dinner committee were: Charter Heslep, MBS Washington, chairman; William Hillman, MBS; Willam McAndrew, NBC; Bryson Rash, WMAL-ABC. Association officers, besides Mr. Goad, are: Eric Sevareid, CBS, vice president; Albert Warner, WOL-MBS, secretary; Ray Henle, MBS, treasurer; Francis W. Tully Jr., member-at-large for independents; Richard Harkness, immediate past president.

Among guests were Cabinet members, justices of the Supreme Court, Senators and Representatives, all members of the FCC and leaders of industry organizations. Complete guest list follows:

A

Abell, William S.
Abbot, Joseph
Ackerman, Wm.
Adair, G. P.
Adams, John B.
Agronsky, Martin
Allen, Jean
Allen, Rep. Leo
Allen, Robt. S.
Anderson, C. P.
Anderson, Earl E.
Andrews, John
Antrim, E. M.
Archer, Gene
Arends, Rep. L. C.
Austad, Mark
Ayers, Eben

B

Back, Gunnar
Bailey, Bill
Baker, Kenneth
Baker, Philip
Ball, Fred J.
Barr, James
Barriault, Arthur
Barrier, Theodore
Batson, Charles
Bartley, Robert
Barry, Charles C.
Baxter, Norman
Beall, Jack
Beatty, J. Frank
Beatty, Morgan
Beckley, Harold
Beckworth, Rep. L.
Beecher, Capt. W.
Berlyn, David
Belair, Felix, Jr.
Bell, Stanley
Berkeley, K. H.
Biffle, Leslie
Bjornson, Bjorn
Black, Justice H.
Blair, William
Blake, Walter L.
Block, Rudolph
Blunck, Herbert
Boyd, Crosby
Bradley, Albert
Brawner, Julius
Breslau, K. Robert
Brewster, Sen. O.
Brick, Albert
Bridges, Sen. S.
Bridgens, Burton
Brinkley, David
Brooks, Sen. C. W.
Brooks, Ned
Brott, Lou
Brown, Willet H.
Brundige, William
Bulwinkle, Rep. A.
Bunting, Earl
Burdett, Winston
Burgh, Milton
Burkland, Carl
Burton, Jus. H. H.
Byrd, Sen. Harry

C

Cain, Sen. H. P.
Campbell, Chesser
Campeau, C. E.
Cannon, Rep. C.
Capehart, Sen. H.
Carlin, Phillips
Carpenter, H. K.
Carson, Rep. H.
Caton, J. Randall
Chamblin, Walter
Chapman, Alger B.
Chapman, Rep. V.
Childs, Frances
Church, T. Wells
Clark, Att. Gen. T.
Clements, J. A.
Clifford, Clark
Codel, Martin
Coldenstroth, R.
Coll, Fred
Collins, Lt. Gen. L.
Colston, Walker
Connelly, Matthew
Connery, George
Cook, Arthur E.
Cooper, Don
Copeland, Charles
Corn, Herbert
Cosgrove, R. C.
Cottingham, C. H.
Cottone, Benedict
Coyle, William E.
Crandall, George
Crater, Rufus
Crocker, Wm. J. Jr.
Crosser, Rep. R.
Crow, Harry
Crowley, James
Croxton, H. W.

D

Daly, John
Darby, Edwin W.
Davie, H. W.
Davis, Elmer
Demma, A. P.
Dennis, Albert N.
Denny, Comr. C.
Deschler, Lewis
Dewitt, John
Dillard, Everett L.
Dillman, Audrey
Dillman, Grant
Dillon, Charles
Dixon, Kenneth
Dobinsky, Peter
Doherty, Richard
Dolliver, Rep. J.
Donaldson, Wm.
Donohue, Rep. J.
Douglas, Jus. Wm.
Doulens, Roger
Doxey, Wall
Doyle, Henry G.
Doyle, Robert C.
Driscoll, Dave
Drummond, R.
Durno, George
Durr, Comr. C. J.
Dwyer, John

E

Eaker, Lt. Gen. Ira
Easley, L. T., Jr.
Eaton, Tom
Eccles, Marriner S.
Eck, Peg
Edwards, John
Egolf, Willard
Ehrensberger, Dr.
Eid, Leif
Eisenhower, Gen.
Eller, Comdr. E. M.
Ellender, Sen. A.
Ellsworth, Rep. H.
Emerson, James P.
Enders, Robt. J.
Erwin, Julia G.
Erwin, Robert A.
Evans, Bob.

F

Fanning, W., Jr.
Ferguson, Sen. H.
Fetzer, John E.
Fineshriber, Wm.
Fischer, Donald F.
Fitzgerald, Fred
Flemming, R. W.
Flynn, Alfred
Folger, William
Force, Arthur
Foskett, Rr. Adm.
Fowler, Walker
Frederick, David
Friedman, Dr. M.

G

Gableman, E. W.
Gaeth, Arthur
Gammons, E. H.
Gaunt, John
Gebuhr, Carl
George, Sen. W. F.
Geuasi, Frank
Gillette, Rep. W.
Gillingham, Geo.
Gimbel, B., Jr.
Goad, Rex
Godwin, Earl
Goff, Rep. A. M.
Gold, William E.
Graham, Br. Gen.
Graham, Philip
Graham, Sterling
Granik, Theodore
Grant, Taylor
Gridley, Chas. O.
Griffith, Dr. E.
Griffith, H. J.
Gudridge, Beatrice
Gudridge, Roy M.
Gurney, Sen. C.
Guthrie, F. P.

H

Hachten, Arthur
Hale, Rep. Robt.
Haley, Andy
Hall, Alvin
Hall, Comdr. N.
Hamilton, Geo., Jr.
Hanna, Michael
Hannegan, R. E.
Harkness, Richard
Harris, Rep. Oren
Harsch, Joe
Hassett, Wm. D.
Hausman, Howard
Hawkes, Sen. A. W.
Hedrick, Rep. E. H.
Henderson, Loy
Henle, Ray
Henry, Bill
Heselton, Rep. J.
Heslep, Charter
Hildreth, Anthony
Hill, I. William
Hill, James, Jr.
Hill, Sen. Lister
Hillman, William
Hinckley, Robt. H.
Hinckley, Maj. R.
Hinshaw, Rep. C.
Hofheinz, Roy
Hoffman, Fred
Holland, Sen. S.
Holloway, Dorothy
Holton, Comdr. H.
Hoover, J. Edgar
Hope, Rep. Clifford
Hough, Robert
Howell, Rep. Evan
Hoyt, H. H.
Hughes, James C.
Hunt, Clyde
Hurleigh, Robert
Hutchinson, Wm.
Hyde, Comr. Rosel

I

Igelhart, Austin
Ingle, Edward

J

Jackson, Just. R.
Janskey, C. M., Jr.
James, Walter E.
Jarrett, Edward
Jaworowski, Irene
Jett, Comr. E. K.
Johnson, A. E.
Johnson, Sen. E. C.
Johnson, Rear Ad.
Johnson, Zeake
Johnstone, G. W.
Johnston, F. M.
Jones, Harry F.
Jones, Merle S.
Jones, Z. A.
Juster, Eugene

K

Karr, Harry
Kaltenborn, H. V.
Kaufmann, Cecil
Kauffmann, S. H.
Kefauver, Rep. E.
Kent, Burt
Kilgore, Sen. H.
Kimball, Dan
King, Art
King, Adm. E. J.
Kinnaly, E. T.
Kinsbury, G. W.
Kintner, Robt. E.
Kirby, Edw. M.
Kissal, Victoria
Knell, Jack
Knowland, Sen. W.
Kobak, Edgar
Koepf, John
Kompanek, V.
Kopf, Harry
Kramer, Fred
Krug, Julius A.

L

Lane, T. W.
Layton, Elton J.
Lea, Rep. Clarence
Leach, Paul
Leahy, Adm. W. D.
LeCompte, Rep. K.
Leisy, Herbert
Lerch, Donald
Lersch, Betty
Leveridge, M. S., Jr.
Lewis, Fulton, Jr.
Lilenthal, David E.
Lindley, Ernest K.
Linkroum, R.
Little, W. R.
Lockett, Edward
Lodge, Rep. J. D.
Loeffler, Carl
Long, Dewey E.
Long, Maury
Loucks, Philip G.
Lunn, Richard
Lynn, David

M

McAdams, William
McAndrew, W. R.
McCambridge, W.
McClellan, Sen. J.
McCormick, Robt.
McCormick, S. J.
McCray, Thomas
McCullock, W. H.
McDermott, M. J.
McEvoy, William
McFarland, Sen. E.
McGinnis, E. F.
McGrath, D. H.
McHose, Harry W.
McIntosh, Frank
McIver, Ernest, Sr.
McIver, Ernest, Jr.
McKelway, Benj.
McMahon, Sen. B.
Maddox, Julia
Madigan, John T.
Magnuson, Sen. W.
Mahoney, Claude
Maloney, James
Marble, Dr. Henry
Marble, Joan
Marder, George J.
Marks, Leonard
Martin, Jack
Martin, Paul
Mason, Guy
Massing, William
Maulsby, Gerald
May, Andrew J.
Menaugh, Robt. M.
Menser, Clarence
Miall, Leonard
Miller, Harold
Miller, Justin
Miller, Paul
Miller, W. Mosely
Miller, Rep. W. J.
Milloy, James S.
Milne, James
Minderman, E. A.
Misler, Dr. B.
Mitchell, M.
Montague, Theo.
Moody, Blair
Moore, Robt. E. L.
Morehouse, P. B.
Moorman, D. L.
Moreschi, J. V.
Morgan, Dale
Morrison, Fred
Moscowit, Harold
Murdock, William
Murphy, W. C., Jr.
Murrow, Edw. R.
Mylander, Wm. H.

N

Nathan, Robert
Nee, Maury
Neel, William
Nelson, F. P.
Nelson, W. M.
Neu, James M.
Nickols, Louis
Nixon, Robert
Noble, Edward J.
Norfleet, Wm. J.
Novik, Morris

O

O'Brien, Robt. L.
O'Donnell, R. C.
O'Eath, Alfred
O'Hara, Francis J.
O'Hara, Rep. Jos.
O'Mahoney, Sen. J.
O'Neal, Sam
O'Neil, Thomas F.
Osgood, Nancy

P

Page, E. C.
Paglial, G. Bruno
Paige, Jack S.
Parks, Maj. Gen.
Floyd L.
Patterson, Rob. P.
Patton, William
Pellegrin, Frank
Pelletier, Comdr. G.
Perkins, Charles
Perry, William
Persons, Maj. Gen.
Wilton B.
Peters, Mason
Petty, Don
Platt, Bernie
Player, Willis
Plotkin, Harry M.
Plummer, C. B.
Poor, S. S
Poppele, J. R.
Priaulx, C. N.
Priest, Rep. J. P.
Pryor, Sam
Puck, Larry

Q

Quigley, Frank

R

Rash, Bryson
Rayburn, Rep. S.
Rea, Bryce
Read, William
Ream, Joseph
Reckord, Maj. Gen.
Milton
Reece, B. Carroll
Reed, Sen. Clyde M.
Reed, Jack R.
Reed, Justice S.
Reed, Macon, Jr.
Reed, Norman W.
Reedy, George E.
Reinsch, Leonard
Rovercomb, E. E.
Reynolds, Tom F.
Rice, L. M.
Richards, R. K.
Richardson, H. S.
Ridgely, Paul
Riley, Brig. Gen.
William
Roberts, Ralph
Robertson, Sen. E.
Rodgers, W. S. S.
Roeder, Charles A.
Rogers, Rep. D.
Roland, Robert H.
Romney, Ken., Jr.
Roosa, Floyd
Ross, Charles G.
Rothenberg, Don
Roudybush, Alex.
Roudybush, F.
Rowley, E. H.
Rowley, Jas. J.
Roy, Wm. T.
Royen, W. J.
Russell, Frank
Russell, Jack
Russell, Wm. F.

S

Sadowski, Rep. G.
Saltonstall, Sen. L.
Sandifer, D.
Sandifer, G.
Santelmann, Capt.
Wm. E.
Schenker, Andre
Schmitz, Capt. L.
Schreiber, F. P.
Schuette, Oswald
Schwellenbach. L.
Scott, Rep. H. D.
Scovill, Edward
Seavey, Hollis
Seiler, James
Serling, Robert J.
Sevareid, Eric
Shadel, William
Shanahan, Eileen
Shawn, Fred
Shepard, John, 3d
Shinkman, P. A.
Sholis, Victor
Shollenberger, L.
Shollenberger, J. H.
Shoop, Duke
Short, Joseph H.
Simmons, Robert
Simpson, Milton
Slattery, Dr. E.
Slowie, T. J.
Smith, Carleton D.
Smith, M.
Smith, Rex
Smith, Robert
Snow, Shirley
Snyder, John W.
Spaatz, Gen. C. A.
Sparkman, Sen. J. J
Stack, Col. James
Stanton, Chas. I.
Stanton, Frank
Stassen, Harold E.
Stearns, Frank M.
Stearns, Rita
Steel, Johannes

Ten Cities Gain Class B FM Channels

Eight Get One, Two Gain Two, Four Lose One

EIGHT CITIES have gained one Class B FM channel each, two others have gained two channels each, and four have lost one each since FCC issued its revised tentative allocation plan last Sept. 3 [BROADCASTING, Sept. 9, 1946].

This was revealed last Tuesday when the Commission published a recapitulative list of the changes, which also showed specific channel allocations for 11 other areas have been revised without changing the total of number of channels allocated for the respective areas.

The original allocation plan provided for more than 1,600 Class B stations [BROADCASTING, Dec. 24, 1945] and was subject to revision wherever desirable. The changes announced last September made possible more than 50 additional stations, and the Commission early this year reiterated its offer to make further changes, where practical, to permit additional stations even in areas where no channels remain available under the allocation plan [BROADCASTING, Jan. 13].

None of the changes announced last week will affect the existing status of any of the cities under the channel reservation plan. Atlanta and Tulsa gain two channels each, and the following gain one: Birmingham; Wilmington, Del.; Oneonta, N. Y.; Statesville, N. C.; Pottsville, Pa.; San Antonio; Front Royal, Va., and Huntington, W. Va.

Griffin, Ga., Winston-Salem, N. C., Reading, Pa., and Richmond, Va., lose one channel each.

The list of changes:

General Area	Channels Delete	Channels Add
Birmingham, Ala.	---	223
Selma, Ala.	223	252
Wilmington, Del.	---	232
Washington, D. C.	221	246
Atlanta, Ga.	---	224, 231
Griffin, Ga.	224	---
Clinton, Iowa	279	254
Winchester, Ky.	278	233
Battle Creek, Mich.	273	234
Grand Rapids, Mich.	234	273
Oneonta, N. Y.	---	237
Statesville, N. C.	---	243
Winston-Salem, N. C.	243	---
Elk City, Okla.	238, 240	230, 232
Oklahoma City, Okla.	257, 259	238, 240
Tulsa, Okla.	---	257, 259
Pottsville, Pa.	---	267
Reading, Pa.	232	---
Pampa, Tex.	232	236
San Antonio, Tex.	---	256
Front Royal, Va.	---	221
Richmond, Va.	246	---
Huntington, W. Va.	---	278
Fond du Lac, Wis.	280	252
Madison, Wis.	252	280

Steele, Jack
Steelman, J. R.
Stewart, Sen. T.
Stewart, Dixon
Stix, Thomas
Stofberg, Charles
Stokes, Thomas L.
Streibert, Theo.
Stringer, Arthur
Strouse, Ben
Strum, Millicent
Sulds, Irvin
Sweeney, C. A.
Swezey, Robert

T

Taber, Rep. John
Taft, Sen. R. A.
Taishoff, Sol
Talburt, Harold
Taylor, Rufus
Taylor, Wm. T.
Thomas, Sen. E. D.
Thomas, Helen
Thompson, J. S.
Timmons, Bascom
Tipper, Gertrude
Tobey, Sen. C. W.
Tolson, Clyde
Tomlinson, Edw.
Torbett, Joe H.
Trammell, Niles
Traynor, William
Trice, Mark
Trout, Robert
Trouland, Walter
Travers, Linus
Truman, Pres. H.
Tully, F. W., Jr.

V

Vaccaro, Tony
Vandegrift, Gen. A. A.
Velotta, Thomas
VerStandig, M. B.

W

Wakefield, Com. R. C.
Walker, Com. Paul
Walter, Rep. F. E.
Wanamaker, Lt. Comdr. T. M.
Warner, Albert L.
Waterfield, John
Webb, James E.
Weiss, Lewis Allen
Weymer, Dudley
Wheeler, Burton K.
Wheeler, Geo. Y.
Wherry, Sen. K. S.
White, Frank
White, Lincoln
White, Sen. W. H., Jr.
Whiteman, Paul
Wickett, Martin
Wilkinson, Vernon
Willard, A. D. Jr.
Willoughby, John
Willoughby, W.
Wills, David
Wilmer, Morton
Wilson, Lyle C.
Wilson, Richard
Wimberly, H.
Wolverton, Rep. C. A.
Wood, Robert
Woods, Mark
Woolford, Austin
Wooten, Paul
Wright, James L.

Y

Young, Amelia B.
Young, John R.

Z

Zon, Henry
Zousmer, Jesse

Too Many Decisions on Commercials Arbitrary, Lever Bros. Executive Asserts

THE CHARGE that too many of the decisions made by broadcasters as to the length of commercials, the kinds of advertising that are good or bad radio and what is or is not good taste on the air are "entirely arbitrary" and based more on guesswork than on knowledge of what the public really thinks was leveled at broadcasters Thursday by Robert F. Elder, vice president in charge of consumer research of Lever Bros. Co., in an address given before the Radio Executives Club of New York.

Mr. Elder made an earnest plea for the broadcasting industry to "wake up to the need for a comprehensive, painstaking, absolutely unbiased continuing study of public reactions," pointing out that "if radio is really to be run in the public interest there is only one legitimate source for guidance. That is the public itself.

"We advertisers and you broadcasters are the butts of a pretty consistent campaign to sell the public the idea that radio is trivial and inane; that it fails to give the public what it ought to have; that, in fact, the public birthright has been sold for a mess of pottage," he stated. "If those allegations are right, even in part, we certainly ought to do something about it, always bearing in mind that our job is to serve the whole public and not just a vocal group which claims the right to impose its own ideas and tastes on the public. And if those allegations are wrong, then we ought to start making some noises of our own.

Burden of Proof

"But until we know what the public thinks about the whole thing how can we go about fixing whatever may be wrong or do anything to defend our position beyond assuming a stuffy air of righteousness as trustees of the public air? Isn't the burden of proof properly upon us?

"It's not enough," Mr. Elder declared, "to say that a state-controlled radio monopoly couldn't do as well. Of course it couldn't. The people running it would have to guess and make arbitrary decisions, too, and their guesses probably would not be as good as ours. But that is no excuse for being arbitrary and hide-bound. Why can't we spend the money and mental effort to get and use the facts that would help us to make radio better — and incidentally, perhaps, more profitable?"

New Syracuse FM Outlet Takes Air With 8.5 kw

WFBL-FM (Channel 226, 93.1 mc), owned by Onondaga Radio Broadcasting Corp., went on the air at Syracuse, N. Y., on Feb. 3 with full 8.5 kw radiated power, the station management reports. Construction and installation of equipment for WFBL-FM was directed by Samuel Woodworth, veteran Syracuse broadcaster, who 25 years ago did a similar job for WFBL.

Chief engineer of the new FM outlet is James Kelly, who recently returned from the Central Pacific, where he spent 30 months with the Army Signal Corps and had extensive training in FM facilities. Assistants in the construction of the station were Robert Soule Jr., Donald Langham and Walter Stonger. Station is using a General Electric 4-bay antenna.

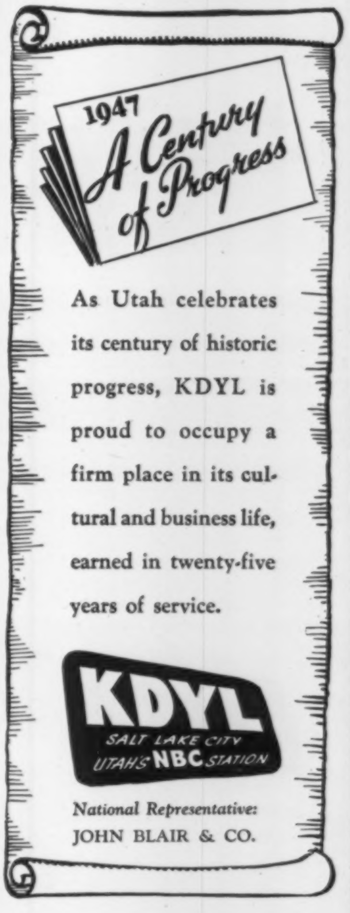
Neal Moylan has been named program director of WFBL-FM. He is an experienced WFBL staff announcer and during the war was an Army Air Forces navigator.

NBC's University of Air Cited for Public Service

THE NBC UNIVERSITY of the Air last week was awarded a $1,000 prize for outstanding public service during 1946 by the *Magazine Digest*.

The committee which selected the winner was composed of Dr. James Rowland Angell, NBC public service counselor; Clark M. Eighelberger, director of the American Assn. for the United Nations; Murray Simmons, publisher of *Magazine Digest*. and Dr. Willard E. Givens, of the National Education Assn.

NBC announced it would donate the $1,000 for a competition to be conducted among students training to be teachers in the U. S. and Canada.



As Utah celebrates its century of historic progress, KDYL is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
JOHN BLAIR & CO.

Ever see a Spartan sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

National Advertisers

When Shopping for **BIG RETURNS** in the Maritimes, your best **"MARKET BASKET"** is CHNS . . . Ask

JOS. WEED & CO.
350 Madison Ave., New York

They also know about our new
5000-WATT TRANSMITTER

CHNS
HALIFAX NOVA SCOTIA

✓ + ✓✓!

NBC on 590

WOW

OMAHA Plus

WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR **JOHN BLAIR**

THEY EAT IT UP!

—and it's mighty good eatin'—the generous dish of good programming that characterizes this sales-producing station. A great station in a great market—the combination that insures volume sales.

WAIR

Winston-Salem, North Carolina
Representative: The Walker Company

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD—117 West 46th Street, New York, N. Y.

Two Join E. C. Page Engineering Firm

Bamberger's Joseph Waldschmidt, FCC's Graham in New Posts

H. UNDERWOOD GRAHAM of FCC's Engineering Dept. and Joseph Waldschmidt of Bamberger Broadcasting Service's, have resigned their respective posts and on Feb. 15 will become members of the firm of E. C. Page Consulting Engineers, Bond Bldg., Washington, D. C.

Mr. Graham, who resigned effective Feb. 14, is chief of the information utilization section of the FCC Engineering Dept.'s Technical Information Division and is author of the exhibit which served as a basis for the AM engineering standards revisions announced last week (story page 74). Mr. Waldschmidt, whose resignation became effective Feb. 1, was engineer in charge of television, FM and high-frequency development for Bamberger, licensee of WOR New York.

Became Adviser

Mr. Waldschmidt joined WOR in June 1940, engaged in research and design, planning, consultation, and installation of electrical equipment. He left Bamberger in 1941 for service as a civilian adviser to the armed forces and returned in November 1945 as assistant supervisor of the Transmitter Division.

Mr. Graham has been serving since November 1945 on special assignment as FCC engineer on the clear-channel proceedings and the revision of AM engineering standards. Prior to that, he was on military leave for about three years assigned to administrative work, with rank of captain and then major, in the development and procurement of counter measures equipment for the Army Air Forces.

He joined FCC as a radio inspector at Boston in 1931, was with RCA Victor Co. from 1933 to 1935, and then re-joined the Commission as inspector at its Grand Island, Neb., monitor station, later moving to Baltimore headquarters. In August 1939, he joined the Washington engineering staff, where his duties included assistance in working out the 1941 NARBA shifts of broadcast assignments. His successor has not been announced.

FTC Charges

FTC charges Philip Morris & Co., Ltd., Inc., and R. J. Reynolds Tobacco Co. with misrepresentation and false advertising. Philip Morris cigarets, Dunhill cigarets and Revelation smoking tobacco are cited for Philip Morris; Camels and Prince Albert smoking tobacco are said not to have qualities attributed to them by Reynolds. Specific complaints against Camels involve the use in radio broadcasts of voices represented as those of "testimonialists" whom the FTC charged were not present.

WPOR Transfer for $96,250 Given Commission Approval

ACQUISITION of WPOR Portland, Me. (1450 kc, 250 w) by a group including Chester J. LaRoche of LaRoche & Ellis advertising agency and Humbolt J. Greig, ABC sales executive, was approved by FCC last Thursday, with Comr. Clifford J. Durr voting for hearing.

The transfer, covering the 95.8% stock interest held by Centennial Development Co., a holding company of which the estate of the late William T. Morris is principal owner, involves a sales price of $96,250. The remaining 4.2% formerly was owned by William S. Newell but has already been transferred by him to the new owners of the station, Oliver Broadcasting Co., of which he is chairman.

Oliver Broadcasting also plans to acquire WHUM Reading, Pa., for approximately $100,000, the Commission was told in the application for the WPOR transfer. Owners of WHUM, a 250-w station on 1240 kc, include Mr. Greig and his wife and Murray Carpenter, former media director of Compton Adv. and now manager of WPOR and vice president of Oliver Broadcasting.

Stockholders and officers of Oliver include:

Mr. Newell, chairman, 8.1%; Mr. LaRoche, former vice chairman of ABC, executive committee chairman of Oliver, 17.6%; Mr. Greig, president, 6.85%; Henry Oliver Rea, principal stockholder of Oliver Iron & Steel Corp., Pittsburgh, vice president, 17.6%; Mr. Carpenter, who remains as WPOR general manager, vice president, 14.6%; Robert McGee, Reading, vice president (no stock); William H. Rea, Pittsburgh, secretary-treasurer, 4.8%; George R. Hann, Pittsburgh, 9.2%; H. V. Blaxter, D. L. Frawley, and Henry Oliver Rea Jr., all of Pittsburgh, 4.8% each, and J. P. Greig, 6.85%.

In addition to the 95.8% stock interest, the transfer involves a $25,000 note of WPOR and $5,000 on open account against the station. Both WPOR and WHUM are new stations which went on the air last year.

Meanwhile, the Commission gave its consent to "concentration of negative control" of KRIS Corpus Christi (1360 kc, 1 kw) by T. Frank Smith from M. Tillford Jones through previous stock acquisitions involving no money [BROADCASTING, Nov. 11]. Mr. Smith owns 49.5% of the station and is beneficial owner of 0.5%. He also owns 60% interest in KVAL Brownsville, Tex.

FCC also approved transfer of control of KTEM Temple, Tex. (1400 kc, 250 w) and KTEM-FM from Mrs. Ruth W. Mayborn to Frank W. Mayborn, its directing head, arising out of a property settlement between Mr. Mayborn and Mrs. Ruth W. Mayborn, his wife.

Involuntary transfer of control of KGER Long Beach, Calif. (1390 kc, 5 kw) from the estate of the late C. Merwin Dobyns to Dana Latham, executor of his estate, also was given Commission approval.

CBS Answers Radio Reform Enthusiasts

Resolution Introduced by Horan Asking for Investigation

CLAMOR from Capitol Hill for reform of radio programs brought an answer from CBS last week which pointed up parental responsibility to juvenile listening habits. Lyman Bryson, director of education, declared that while many parents attempt to direct their children's reading, some of them "will not take any responsibilty at all for keeping that same child from listening to (radio) programs that are intended for adults . . ."

Meanwhile, a resolution to investigate "crime" programs was introduced in the House Wednesday by Rep. Walt Horan (R-Wash.). Mr. Horan called for an investigation by the Interstate and Foreign Commerce Committee to determine whether it would be "in the public interest" to place restrictions on the airing of programs which "by reason of their character and large number may have the effect of stimulating juvenile delinquency and law violations in the U. S."

Mr. Bryson's answer to critics of children's radio programs came on the CBS Sunday series, *Time for Reason* (1:30-1:45 p. m.), when he noted that some of the programs in question are intended for adults. The best the broadcaster can do, he said, is "to see that nothing goes on the air that paints wickedness as attractive or heroic, that makes fun of the helpless or the weak, that shows scorn of any kind of honest people, of any race or creed or color." That, he concluded, was what CBS was trying to do.

Earlier Rep. William Lemke (R-N. D.) told the Interstate Commerce Committee that unless radio "takes steps to reform" Congress would be forced to pass drastic legislation [BROADCASTING, Feb. 3]. Commenting upon Mr. Horan's resolution the North Dakota legislator emphasized that although he felt strongly that "a remedy" is needed, every means should be taken to safeguard traditional freedom of speech in radio broadcasting.

LIEUT.-COL. H. E. T. DOUCET, Montreal, has been appointed director of public relations, Department of National Defence, Ottawa, with acting rank of colonel. He will handle public relations for Army, Navy and Air Force.

AFRA Chicago Local Asks Class B Raise

List of Conditions Is Submitted Governing Announcers

LIST of 30 working conditions, provisions and an increase of approximately 35% over existing wage minimums was asked of Chicago's Class B stations (WJJD WIND WAIT WAAF WCFL WGES WSBC) by Ray Jones, assistant to the national executive secretary of AFRA representing the Chicago chapter during Wednesday talks.

The working conditions ranged from provisions for announcers' lounges, double-spaced copy, freedom from legal prosecution, two weeks vacation pay, two weeks termination pay or four weeks notice, two weeks sick leave with pay and portal-to-portal pay for appearance before actual broadcasts, BROADCASTING was informed.

Discussions Amiable

Class B station managers countered with a blanket 18½% increase similar to agreements reached earlier with the Chicago local of the AFM and offered to discuss the working conditions at later meetings. (Story this page.)

No prospect that an agreement would be reached between Mr. Jones and the Class B stations until at least late this week was seen though several station managers termed preliminary discussions "very amiable."

Major obstacle to a complete agreement was AFRA's demands that Class B stations meet wage minimums previously in effect with Chicago's Class A stations ($90.50) before signing last week of new contracts which hiked minimums to $108.90 per week.

AFRA conceded there would be no limitations on the number of commercial programs permitted staff announcers and by Wednesday had reduced its original demands for a flat $100 minimum to $90.

Office Workers' Local 50, N. Y., Given CIO Charter

A CIO CHARTER was presented to Local 50, New York, of the Radio Guild, United Office and Professional Workers of America, last week at a membership meeting. Chapters in the local include white collar workers at CBS, WMCA New York and World Broadcasting System.

Officers of the local elected at the meeting were Chester F. X. Burger, CBS television visualizer, president; Helen Lee, WMCA, first vice president; Ted Newton, World Broadcasting System, second vice president; Benjamin Margolis, CBS accounting department, treasurer; Peggy Hellman, WOR, recording secretary. Paul Lubow was elected executive secretary of the local.

Two days before the CBS chapter of Local 50 elected Myra Jordan, chairman, and Eleanor Walsh, secretary.

Salaries Increased

THE RADIO DIRECTORS Guild received a 10% cost of living increase for its members (directors and assistant directors) on a minimum salary at the conclusion of negotiations last Tuesday with the networks in New York. In addition, the minimum salary was raised $5 for both the assistant directors and directors. The scale, retroactive to Jan. 1, is $70 weekly for assistant directors (on all networks but CBS, whose assistant directors are part of another union unit) and $100 weekly for directors. The contract extends to Nov. 1, 1947.

AFRA, IBEW Seeking New San Francisco Contracts

AFRA AND IBEW negotiators are seeking new contracts in behalf of announcers and radio technicians from most of the independent stations in San Francisco and Oakland.

AFRA, negotiating with KYA KJBS KSFO KSAN KROW and KLX, is asking an increase in the basic salary of announcers, establishment of fees for commercial programs and premium pay for announcers who do supervisory, newscast preparation or production work. Main stumbling block, according to William Hanrahan of the San Francisco Employers Council, representing the station operators, is the proposed establishment of commercial fees for announcers. The old AFRA contract with the independents expired Dec. 31.

Better progress was reported in the IBEW negotiations for a contract to replace the one which expired Jan. 1. IBEW is asking for salary increases ranging from 20 to 28%, a minimum call of four working hours and three weeks' vacation for technicians in all of the eight stations involved.

Dispute With Musicians' Union of Tampa Settled

A DISPUTE between the Tampa (Fla.) Musicians Assn. (AFL) and Ye Mystic Krewe of Gasparilla over employment of a union band has been settled, and the annual Gasparilla fiesta parade and festivities will be staged today (Monday) with the full schedule of music, Tom Mathews of WFLA advised BROADCASTING.

The dispute arose when the Krewe, which stages an "invasion" of Tampa each year during the Florida State Fair, signed the U. of Tampa band to play on its ship. The union protested and threatened to call out other bands employed to play for the Gasparilla dances. Situation was eased somewhat when the university announced that its band would not be able to play after all, since 11 of the musicians were union members. However, negotiations were continued and the eventual settlement, terms of which were not made public, was reached.

Joseph Miyares, attorney for the Musicians Assn., said the union's position was that the Krewe could use the university band or as many other bands as it wanted, provided it also hired a union band "as it had always done in the past."

Chicago AFM Local, Five Class As Agree

Station Contracts Are Expected To Be Signed This Week

ORAL AGREEMENT between the Chicago local of AFM and five class A stations (WQAM WGN WBBM WENR WLS) over blanket wage increase of 18½% was confirmed late Tuesday with contracts expected to be signed early next week.

Only discussions between the station managers and James C. Petrillo involved wage increases and the AFM president said no consideration of working conditions would be involved until after decision by the Supreme Court on constitutionality of Lea Act. Besides the increase only demands by the AFM local were for an increase from $25 to $40 for one-time performances by union musicians, also agreed upon by the class A stations, and two weeks vacations with pay for staff musicians. Original demands that vacationing staff musicians be replaced were abandoned and the union accepted the broadcasters agreement on vacations with pay clause.

* * *

EARLIER NEGOTIATIONS

CHICAGO AFM LOCAL reported Wednesday completion of negotiations with class B stations (WJJD WIND WCFL WAIT WGES WSBC) for increase of 18½% over existing minimum salaries of $75 for staff musicians, librarians and platter turners. Only class B station not to meet with AFM executives was WAAF, guinea pig of the Petrillo Lea Act controversy now pending before the Supreme Court. Counsel for AFM said the union was still on strike against WAAF as a result of its refusal to employ three additional AFM librarians last year.

The AFM attorney, David Katz, said all working conditions remain the same and that new contracts pertain to wage increases only. No action will be taken on working conditions, he said, until a decision has been handed down by the Supreme Court on the constitutionality of the Lea Act.

New RCA Intercom

A NEW two-station intercommunication system with compact speaker stations the size of an ordinary desk clock is being manufactured by RCA. System is designed for such two-station use as communication between executive and secretary, theatre box-office and manager's office, or doctor and receptionist, and consists of two speaker stations, separate amplifier, and 100 feet of connecting wire.

ALL NORTHERN VERMONT
CHAMPLAIN VALLEY
BURLINGTON HAS THE ONLY
CBS
STATION IN VERMONT
SOON 5000 WATTS
WCAX
1000 WATTS » FULL TIME

COMPLETE PRODUCTION FACILITIES FOR: SPOT ANNOUNCEMENTS —SHOWS—BANDS—AIR CHECKS—LINE CHECKS

Everything you need for your radio work.

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KANSAS CITY, MISSOURI

CHANGING YOUR ADDRESS?
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RUSH US A CARD
OR EVEN BETTER
BEAT ON THE TOM-TOMS
OR SEND US A LETTER.
GIVE US A RING
USE RADIO, too
BE SURE TO TELL US
WHEN YOUR ADDRESS IS NEW.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Experienced program director with knowledge general station operations as assistant manager. State qualifications, salary. Outstanding opportunity for right man. Box 596, BROADCASTING.

Program director-chief announcer 250 watt network affiliated station in town of 17,000 southeastern United States capable of taking charge in absence of manager. Better than average chance promotion. State experience, qualifications and salary expected. Box 640, BROADCASTING.

Announcer with some experience for local station with FM being constructed in progressive North Carolina town. If inexperienced, can train under G.I. Bill of Rights. Box 687, BROADCASTING.

Excellent opportunity for commercial manager and salesman in one of the leading cities in the south. Established 250 watt Mutual affiliate. Minimum three (3) years experience required. Give complete background and full details, also photograph, in first letter. Box 693, BROADCASTING.

First class transmitter engineer for local station in Pgh. area. Single man preferred. $35 for 5 day 40 hour week. If satisfactory, first raise in three months. Box 694, BROADCASTING.

Local news reporters wanted by network station near New York. Must be experienced. Send all information first letter. Fifty dollars, 44 hour week. Box 695, BROADCASTING.

Salesman—Michigan established ABC station booming market. Our own staff knows of this advertisement. Box 717, BROADCASTING.

Wanted—Sales engineer—To manage office and sales room in Memphis, Tennessee and to cover territory comprising states of Tennessee and Arkansas and northern Mississippi, selling a leading line of transmitting and studio equipment and supplies to commercial broadcast stations. Must be qualified engineer with sales ability. Must now live or be prepared to move to Memphis. Good salary and performance bonus. Box 723, BROADCASTING.

Here is a Real Opportunity It May Be Yours!

We are looking for a presently employed station manager of proven ability to direct the operations of our new station. Illness has made unavailable the man who was to manage our newspaper-owned American affiliated local which is currently under construction and scheduled to commence operations on March 1st. The man we want must be a top-flight executive, personable and socially acceptable to a far-above average northeastern community of 40,000.

We know that this unexpected opening is a real opportunity for the right man to whom we will offer an attractive salary and bonus arrangement and might possibly allow him to acquire a substantial stock interest. Provide full details including references and photograph in your first letter.

Box 757, BROADCASTING

Chief engineer for new 250 watt daytime station at Utica, N. Y. Must be able to handle responsibility for installation of equipment, preparing studio quarters, etcetera. Write in full confidence with brief personal history, experience, and salary required. Excellent opportunity for the right man as the owner is engaged in other business. Write to R. H. Balch, WFRB, 20 Whitesboro Street, Utica, N. Y.

NEW 1 KW DAYTIME STATION

To start operation soon, has immediate openings all departments. Preference to veterans who can qualify as engineer-announcers.

Kennett Broadcasting Corp.
Paul C. Jones Kennett, Mo.

Help Wanted (Con't)

News editor wanted—By 5000 watt affiliate in the south. Must have newspaper and radio experience. Write full qualifications, references, salary expectations, date of availability. Box 724, BROADCASTING.

Commercial manager, experienced, for station within fifty mile radius of Washington. Give full details of past experience and references. Box 735, BROADCASTING.

Needed—Two first class engineers. Must be experienced and not floaters. Good working conditions $50.00 starting pay plus other benefits. Give full particulars in first letter. Box 747, BROADCASTING.

Experienced salesman—Permanent staff member wanted to develop business for station serving metropolitan area on east coast. No network. Income commensurate with results. Box 748, BROADCASTING.

Looking? We have openings for special events man, salesmen, program directors. RRR, Personnel Service, Box 413, Philadelphia.

Announcer with superior voice plus education and interest in community affairs to back it up. Desire only man now, or previously, employed in one of the good stations of the southeast. Write experience, education and send photo. A personal interview will be arranged if you qualify. Radio Station WIS, Columbia, South Carolina.

Transcription salesmen—National organization has opening in Chicago and in New York for two men experienced in station sales problems. Work pays extremely well. Travelling a requisite. Your letter of application will govern appointment. Write P. O. Box 1269, Hollywood 28, Calif.

Good announcer with first ticket. $60 weekly to start. Network affiliate. KENO, Las Vegas, Nevada.

Wanted — Combination engineer - announcers, also chief engineer to install 250 watt station in Texas. J. C. Rothwell, Littlefield, Texas.

New progressive station needs experienced disc jockey and two announcers; salary plus liberal fees. Submit details and disc. Bill Travis, Radio Station WMLO, Room 727 Empire Building, Milwaukee 3, Wisconsin.

Wanted—Salesman experienced in selling local business. NBC affiliate in outstanding California market. Salary depends entirely on sales ability. Give complete information on radio experience, age, salary earned, whether married, etc. This good opportunity for man who wants permanent job in pleasant, interesting city. KCRA, Sacramento, California.

Help Wanted (Con't)

Two first class ticket combination operator-announcers for new station located in heart of hunting and fishing country. Housing guaranteed. Dry climate. KPRK, Livingston, Montana.

Salary is good, working conditions more than agreeable, advancement possibilities over average, if you are an operator-announcer "looking". Send all replies and voice audition immediately. KXLF, Butte, Montana.

Program director-announcers. Mid-Atlantic, CBS regional with FM affiliate needs experienced program director who can do sports, news and special events. Salary to $3600 per annum. Also experienced announcers, $2600 to $3120 per annum 48 hour week, talent fees extra. Full details, references and disc to Box 749, BROADCASTING.

Combination announcer with first class license for midsouth network station. $45.00 week start. Address Manager, Station KFFA, Helena, Arkansas.

Operator—First class, announcing experience desirable. State experience, training, full details first letter. Room guaranteed. WENC, Whiteville, N. C.

Announcer wanted immediately. Standards are high, but good potentialities are considered above experience. If interested, contact WLBR, Lbanon, Pennsylvania for interview and audition. Audition records will not be considered.

Engineer-announcer, first class license for network station open now. Single and interested in attending college at hours to suit. Write or wire C. A. Kaufmann, General Manager, Station WKDK, Newberry, South Carolina.

Engineer—first class license. Fifty dollars for forty-eight hours. Periodic raises. Housing assured. Station KECK, Odessa, Texas.

Situations Wanted

Attention, New York agencies: Radio veteran available immediately for time-buying or business manager job. Background includes ten years of network sales experience with NBC and Mutual, two years as business manager of leading NY agency. Well known in NY radio circles. Best of references. Salary important, but secondary to permanency and opportunities of job. Box 760, BROADCASTING.

Experienced announcer with 5 years background. Two years at previous station, three years at present job. Want steady work with progressive station. Good background in all phases of announcing especially news and sports. Also commercials, platter shows, interviews. Am dependable. Good references. Box 700, BROADCASTING.

Desire more sports announcing. Three years background. Am sports editor at present job. References. Did description of Boar Hunt on Red Barbers CBS sports program last Dec. Box 701, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, first class license, references, experienced xmitter, studio control, remotes, transcriptions, technical. Married and steady. Box 703, BROADCASTING.

Experienced continuity writer. Accurate, rapid. Go anywhere. Modest requirements. Box 721, BROADCASTING.

Successful station manager, 12 years radio. Strong on sales. Box 722, BROADCASTING.

Now employed, but looking for unlimited oppurtunity. Eight years announcing-production experience including regular network features. Correspondent in Army. College grad. Prefer mid-Atlantic area. Box 725, BROADCASTING.

Announcer staff, experienced. Veteran, married, good newscaster. Details on request. Box 726, BROADCASTING.

Continuity writer—platter jockey. Being a woman, I can put that added touch of—some call it salesmanship, others call it charm—into your programs. Experienced in script writing, as platter jockey programming both classical and popular musical shows. Have good college background. Prefer west coast. References. Further details upon request. Box 727, BROADCASTING.

Former Army Infantry Captain, 35 years old, with 24 combat months desires to make change. Eleven years in radio as station manager, program director, continuity director, sports and special events. Particulary interested in sports and program directorship. Yale graduate and former major league baseball player. Also played pro football and basketball. Hard working and full of ideas. Excellent reputation as play by play man. Box 728, BROADCASTING.

Announcer—Versatile, veteran. Army experience as sportscaster and announcer. Disc jockey. Ambitious, salary not important, want only break. Box 729, BROADCASTING.

Available March 1st, radio time salesman, interested in permanent location in either west or southwest. Box 730, BROADCASTING.

Want job as announcer. Age 25. Ambitious. Attended School of Radio Technique, New York City. Need experience. Box 731, BROADCASTING.

STATION MANAGER
or
STATION RELATIONS MANAGER

Employed last 10 years by 50 kw clear channel network station. Now managing FM developments and operations.

Seventeen years experience in all phases of radio (except engineering); promotion, program direction, continuity, television and station management. Thorough knowledge of FCC procedures. Age 38, married, ex-Naval officer.

Excellent references.

BOX 737, BROADCASTING

TOWERS ! !

IMMEDIATE DELIVERY!

Uniform cross section guyed. 150 feet to 300 feet. Priced to fit the pocket-book. Designed to please the engineer. Complete with guyes and lighting. First come, first served!

RADIO ENGINEERING COMPANY
1355 MARKET STREET
SAN FRANCISCO, CALIFORNIA
MARKET 8171
N. J. PATTERSON, OWNER

TOPFLIGHT ANNOUNCER-NEWSMAN

Desires change. Seven years diversified experience managing, programming, special events. Married. Prefer east or southeast. $75.00 minimum.

BOX 736, BROADCASTING

RADIO STATION *FOR SALE*

Must sell established radio station with excellent earnings record. Large metropolitan city. *Will sell only to substantial and qualified buyers.*

Write

BOX 741, BROADCASTING

Situations Wanted (Cont'd)

Announcer, 24, married. Trained especially for commercials, news, record programs. Have little writing experience. Want small progressive station that is not afraid to give me experience. Ambitious and sincere. Disc and photo available. Box 732, BROADCASTING.

Time salesman: A go-getter especially local accounts. Vet., married 1 year experience. Admit short on experience but desire opportunity to prove self. Box 733, BROADCASTING.

Station Manager: Now managing one of nation's most successful new metropolitan stations desires change. Go anywhere, Florida preferred. Past record unequalled for building audiences and making profits. Particularly interested in manager-part owner proposition. Box 738, BROADCASTING.

Young family man with year and half announcing experience 250 and 5000 KW seeks position with future. Box 739 BROADCASTING.

Program director, news editor, ten years experience, including network and press association desires permanent position with progressive eastern or midwest station. Best of references. Box 740, BROADCASTING.

Announcer looking for good opportunity in progressive station. Young, versatile, with voice that sells. Trained at Radio City. Disc and photo on request. Box 742, BROADCASTING.

Station Manager. Aggressive, alert. Solid background of 10 years in station operation, program direction, and commercial sales. No "rocking chair" executive, but a working manager who has the practical experience and can actively engage in any phase of station operation. Good administrator. New York agency experience. Valuable contacts. Interested in stock participation. Box 743 BROADCASTING.

Experienced newspaperman with considerable experience in radio newsroom in sideline job desires permanent connection in radio news department, College, sober, best references. Will go anywhere. Box 751, BROADCASTING.

Versatile announcer—Veteran, 22, two years microphone experience. College graduate in radio announcing. Accent on commercials, newscasting, musical shows. Need experience to contribute all broadcasting know-how. Bernard Melnick, 1611 Carroll St., Brooklyn 13, N. Y.

Available—Versatile 3 man announcing staff, average age 24, aggregate experience 9 years, presently employed, in package for $150 weekly plus talent. Two weeks notice. Box 752, BROADCASTING.

Chief engineer—Competent, thoroughly experienced, progressive. 5 kw, 50 kw and network experience. Development and field engineering with broadcast equipment manufacturer. Available to maintain your AM and install your FM. Prefer midwest. Box 753, BROADCASTING.

Say listen!! What's wrong with you guys? I've been advertising the last few weeks and the response makes me think there isn't room in radio for good program directors. It only costs a three cent stamp to learn all about me. Just drop a line to Box 754, BROADCASTING.

FOR SALE

Pacific Northwest Major Market Radio Station

Old, well established, fulltime money maker. Some network revenue, more possible. Good possibilities increase power which will enhance property value. Also, FM station covering vast market will go with standard station. Quick action necessary. $287,000.00.

Write or Phone

BLACKBURN-HAMILTON CO.

RADIO STATION BROKERS

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 5672

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Ave.
National 7405

Situations Wanted (Cont'd)

It's the ABC's in radio that count—always better commercial continuity; always better commercial programming; always better cadence or full modulation of the voice in radio announcing. With these factors and full-time showmanship, your station can and will get the better listeners as well as a larger volume of business. I am a young man (21 years) desiring a position in Arizona, Nevada, Colorado, Wyoming or New Mexico as an assistant manager or acting assistant manager with the understanding that I may be called upon to substitute in case of a vacancy. My experience has consisted of all phases, with the accent mainly on sales, but no experience in engineering. Let me sell myself to you and your station by sending you some of my original (sure-sell) commercial shows, top references, and other information you so desire. Investigation of my previous radio work will present to you proof that I am honest, dependable, loyal, friendly and truly a young man of real showmanship. Am willing to sign a one to three year contract with you. Do you desire a person with these desirable qualifications? Write or wire Box 750, BROADCASTING.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire **Hal Styles**, **Hal Styles'** School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

One-man program department will run your FM station. Ten years experience top New York stations—programming, announcing, writing, production. Box 756, BROADCASTING.

Looking for experienced announcer capable of handling all phases of announcing? I'm available and eager to please. Box 758, BROADCASTING.

Announcer—Ex-GI with ability in newscasting, writing, etc. Graduate of A-1 professional school. Enthusiastic, hard working. Will travel anywhere. Box 759, BROADCASTING.

Announcer and former professional comedy script writer, 25, single, good appearance, versatile, good selling voice, affable personality. One year broadcasting school. All offers considered, but prefer Florida or New York location. Recording disc and photo available. Box 755, BROADCASTING.

Announcer, young, versatile, seeking position with up and coming station. Good commercials, news, record shows, sports announcing. Single, veteran, available immediately. Details and ET upon request. Box 744, BROADCASTING.

Engineer, 1st phone, 5 years aeronautical radio, would like to enter broadcast field. Box 745, BROADCASTING.

Announcer. Desires position with progressive station. Excels in record shows. Good commercial and news style. Photo and disc on request. Available immediately. Box 746, BROADCASTING.

Engineer with top station desires advancement change. Minimum $100, weekly. Contact: RRR, Personnel Service, Box 413, Philadelphia.

First phone technician, five years repair experience, desires start with California station; age 27, have new car. Bill Cameron, 495 Tenth Avenue, San Francisco, California.

Nine years announcing, programming, writing, merchandising, and promotion. Some selling. Good musician and hillbilly emcee. Terrific mailpull. State all including salary. Box 493, BROADCASTING.

Experienced manager available—Now general manager Mutual outlet. Fifteen years all phases. Sober, responsible. South only. Box 622, BROADCASTING.

Transmitter engineer, competent, dependable, now employed at CBS affiliate. Will consider position within 400 miles Pittsburgh. Box 669, BROADCASTING.

Veteran, married, 30, sober, wishes announcing job anywhere. Recent graduate of leading radio broadcasting school and accredited school of speech. Salary important, but secondary to opportunities for advancement and permanency. Excellent references. Box 761, BROADCASTING.

Experienced time salesman with successful record in major markets desires sales job with good station. Now employed as sales manager. Box 763, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—Exceptional voice interested only in 1000 watter or better in midwest or east. Capable of handling everything but play-by-play. Minimum base $50.00 plus talent. 16-inch transcription available only to sincere inquiries. Veteran. Single. Box 765, BROADCASTING.

Announcer—If you want to add some class to your operations and re-build that waning audience, address Box 764, BROADCASTING.

For Sale

Best offer takes Temco transmitter, 250 watts, never used. Studio console with loud speakers and cabinets, oscilloscope, monitor amplifier, all or part. Box 639, BROADCASTING.

General Radio 732-A noise and distortion measurement set. General radio 733-A 400 cycle oscillator. General Radio 475-BS3 frequency monitor. General Radio 681-AS3 frequency deviation meter. Collins 26-C limiting amplifier. Western Electric 110-A limiting amplifier. Make your offers to Box 734, BROADCASTING.

For Sale: Excellent composite 250 watt transmitter; new; never used; splendid instrument. Eastern Shore Broadcasting Company, Preston, Maryland.

For Sale: Western Electric 1C frequency monitor. Can be rebuilt for reasonable charge. Frequency 1440 kc. First check for $200 takes it. KMLB, Monroe, Louisiana.

250 watt composite transmitter all ready to go. Taken out of service October 1, 1946. Best offer takes it F.O.B. KOOS, Coos Bay, Oregon.

1 Western Electric 33-A (5 kw) antenna control unit; 2 WE D-99418 (5 kw) shunt antenna coupling units: 1 WE 2-A phase monitor. All used but in excellent condition. Available immediately. Write Radio Station WOL, 1627 K St., N. W., Washington, D. C.

For Sale: 100/250 watt composite broadcast transmitter complete with composite console and speech input equipment. Western Electric program limiter. Now in use available in 90 days. Call or write Doyle Osman, KXO, El Centro, Calif.

For sale—Here's an outstanding buy. Excellent 250 watt network affiliate earning better than 30%. Located in small southern independent market. This property is priced right for quick action. $60,000 buys 100% ownership. Write Blackburn-Hamilton Co., Radio Station Brokers, Washington, D. C., 1011 New Hampshire Ave., National 7405. San Francisco—235 Montgomery St., Exbrook 5672.

Wanted to Buy

Existing or interest in proposed 250/500 watt station in southwest. Replies confidential. Box 595, BROADCASTING.

Wanted to buy—250 watt AM transmitter and studio consolette. Give full details first letter. Box 714 BROADCASTING.

Tower 200 feet; self-supported or guyed; support FM. Also lights, if available. Give price and full details. Box 805, Morgantown, N. C.

Wanted: Two vertical lateral pickup assemblies, new or in good condition. Prefer RCA or Western Electric 9B. Send information and price to WINR, Binghamton, New York.

Frequency monitor—Prefer General Radio. KPRK, Livingston, Mont.

Wanted to purchase—A minimum of 4000 low-priced FM receivers. Will also consider dealer contract. Post Office Box 502, Lancaster, S. C.

Miscellaneous

Partner, proposed FM station. Prefer engineer-announcer, veteran. Dividend 1950. Box 1298, Hollywood, California.

Jockey's comedy collection. $2.00 Kleinman, 25-31-T 30th Rd., Astoria 2, N. Y.

Radio station appraisals—Property values, market analyses. George H. Jaspert, Radio Consultant, Little Bldg., Boston 16, Mass. Hancock 4948.

Have $5000 to invest in local station that is now for sale. Business men in town want me to manage. Desire active partners with investment. Box 762, BROADCASTING.

CPA Approval Is Given For New Don Lee Bldg.

DON LEE BROADCASTING SYSTEM, Hollywood, was granted Civilian Production Administration approval to construct new studio and executive office building on Vine St., between Fountain and Homewood Aves., in that city's "Radio Row." Estimated cost of structure was given at $984,000.

Providing 112,000 square feet of space, three story and basement reinforced concrete structure was approved because network is being evicted from present quarters at 5515 Melrose Ave. by RKO Radio Pictures. Basement and high first floor will be devoted to broadcast studios with second and third floors given over to offices.

Besides Don Lee network, structure will house KHJ and KHJ-FM and serve as West Coast headquarters for MBS.

To West Coast

DEEMS TAYLOR, president of ASCAP, will head a group of the society's executives leaving New York Feb. 20 for Hollywood where a regional meeting of West Coast ASCAP members will be held early in March. New York party also will include John G. Paine, general manager; J. J. Bergman, treasurer, and Gene Buck, director and former president.

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Unless you have had specialized training in radio, under expert guidance—you may not have capitalized completely on your talent. Now is the time—with more and more people coming into radio—to develop your capacities to the fullest degree.

Ernest McIver, Washington editor for CBS News—"My work as news editor has greatly improved as a direct result of my training in this school. My writing and broadcasting ability was augmented."

The National Academy of Broadcasting—oldest school in America teaching broadcasting techniques—offers a complete course of study, including announcing, acting, script-writing, etc. Under the direction of Alice Keith, nationally famous author and educator. GI accredited.

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SELLS
The Rich Mahoning Valley

More and More Local Advertisers Are Using WFMJ At Less Cost Per Listener . . .

You Can Do So Too

Ask HEADLEY-REED

WFMJ

YOUNGSTOWN, OHIO

COMING SOON
5000 WATTS

Wireless Operators Will Dine at Astor

Marconi Medals to Be Awarded At 22nd Anniversary Dinner

THE VETERAN Wireless Operators Assn. will celebrate its 22nd anniversary with a "United Nations-Communications for Peace" dinner at the Hotel Astor in New York, Saturday evening, Feb. 15.

Marconi medals will be presented as follows: The Marconi memorial service award plaque to the UN; a Marconi memorial medal of service to Brig. Gen. Frank E. Stoner, assistant chief signal officer of the Army and chairman of the advisory committee on telecommunications to the UN; a Marconi memorial medal of achievement to Capt. Fred Muller, USNR, in recognition of "40 years of progressive achievement in the radio art—from apprentice seaman in the Navy to four-striper electronics officer of the 16th Fleet"; a Marconi memorial commemorative medal to Arthur H. Lynch, pioneer radioman who initiated and conducted early international broadcast tests in 1923; a Marconi memorial medal of merit to William C. Simon, general manager of Tropical Radio Service Corp., in recognition of 10 years of continuous meritorious service to the Association; a Marconi commemorative medal to Paul F. Godley, commemorating his conquest of the Atlantic by amateur radio on 200 meters.

Among the honored guests at the dinner will be: Francis Colt de Wolf, chief of telecommunications section, State Dept., J. R. Poppele, president, Television Broadcasters Assn.; E. K. Jett, Federal Communications Commissioner; George W. Bailey, president, American Radio Relay League; W. A. Ready, president, National Co.; E. A. Nicholas, president, Farnsworth Television and Radio Corp.; George P. Adair, chief engineer, FCC.

William J. McGonigle is president of the Veteran Wireless Operators Assn.

Raytheon Equips Over 120 Stations in Year

RAYTHEON MFG. CO., New York, has sold more than 120 complete AM and FM radio station installations during its first year's operation, and now has more than 260 stations on its books, the firm reported last week. Of the 120 complete AM and FM station installations sold, more than 75 are now on the air, W. E. Phillips, manager of the division, announced.

Complete lines of AM and FM transmitters of from 250 w to 10 kw power plus a complete line of high fidelity input equipment suitable for either AM or FM broadcasting have been developed during the first year of operation. Volume production on the higher powered FM transmitters will start in February and deliveries will begin early in March, company reported.

Restrictions on U. S. Radio Reporters Abroad Regretful, Edward Murrow Says

WHEN RADIO reporters are free to roam the world using the microphone as a mirror reflecting conditions as they are, not as some government says they are, radio will come into its full inheritance, Edward R. Murrow, CBS vice president in charge of public affairs, told the Fourth National Conference of Public Relations Executives at a dinner held Feb. 6 at the Waldorf-Astoria, New York.

"Of course," Mr. Murrow pointed out, "foreign radio reporters are free to do that in this country now. That our reporters are not equally free to do so in many foreign countries is a source of real regret to everyone who believes in the free flow of ideas."

"Freedom of information and the right to pursue and publish the truth invariably reduces the number of shortwave listeners," he continued. "The least amount of short wave listening occurs today in countries which have the greatest amount of freedom of expression."

As of December 1946, Mr. Murrow reported, the Soviet Union was broadcasting 276 hours of foreign language broadcasts each week. "Add to that," he said, "the 159 hours broadcast by Yugoslavia, Czecho-Slovakia and Poland, and you have 435 hours of shortwave broadcast time devoted to selling the Russian idea. The BBC during the same week devoted 705 hours to shortwave output, while the United States broadcast a total of 395 hours, 15 minutes. The record speaks for itself."

WMC-FM Is Set to Begin Broadcasting by April 1

WMC-FM Memphis is planning to go on the air April 1 with an interim antenna, as the first FM station in Memphis. The antenna is on top of the 21-story Exchange Building. According to H. W. Slavick, manager of WMC and WMC-FM, the FM broadcasts will start on a six-hour daily basis. Promotion will include dealer meetings, demonstration receivers in schools, department stores and hotel lobbies, and an educational campaign on WMC and in newspapers.

The station will erect a 640-foot tower surmounted by a 108-foot RCA eight section Pylon antenna on its present AM transmitter site near Five Point, Tenn., about 4½ miles from Memphis. The 50-kw RCA transmitter is expected to be in full use by Jan. 1, 1948 and will develop an effective radiated power of 515 kw. With completion of the new tower, present AM tower will be dismantled, and AM programming will use the new FM facilities.

Excise Tax Cut Is Asked By Radio Manufacturers

MANUFACTURERS of radio sets would rather have a cut in the 10% radio excise tax than a reduction in their own income taxes, Joseph Gerl, chairman, and A. H. Gardner, vice chairman of the Radio Manufacturers Assn. Excise Tax Committee last week informed Senator Eugene D. Millikin, chairman of the Senate Finance Committee. Mr. Gerl is president of Sonora Radio & Television Corp., Chicago; Mr. Gardner is president of Colonial Radio Corp., Buffalo.

Cut in the tax would permit lower set prices, greater production and more jobs, they wrote, and also emphasized the public service achievements of the broadcasting industry. They added that the tax has harmed AM and has slowed FM and TV development.

RMA Names Legislative, Public Relations Groups

NEW committees have been named by R. C. Cosgrove, Aviation Corp., president of Radio Manufacturers Assn., one to handle Federal and legislative matters and the other public relations policies.

Chairman of the new Advisory Committee on Legislative and External Administrative matters is John W. Van Allen, RMA general counsel; Other members, all RMA company counsel, are: Frederic J. Ball, Aviation Corp.; Philip Dechert, Philco Corp.; Robert Farrell, General Electric Co.; Irving Herriott, Zenith Radio Corp.; Edward Martin, Farnsworth Television & Radio Corp.; Joseph H. McConnell, RCA Victor Division; William J. Nolan, Sprague Electric Co.; John Steen, Westinghouse Electric Corp.

Chairman of the Advisory Committee on Public Relations is Paul V. Galvin, Galvin Mfg. Corp., chairman of the RMA Set Division. Other members, all directors or division chairmen, are: M. F. Balcolm, Sylvania Electric Products; H. W. Bennett, General Electric Co.; Joseph Gerl, Sonora Radio & Television Corp.; J. J. Kahn, Standard Transformer Corp.; S. P. Taylor, Western Electric Co.; James G. Wilson, RCA Victor Division.

NBC ON 590
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WOW
OMAHA Plus
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

WIBC Resumes Operation After 3-Day Strike Ends

A STRIKE of radio technicians which had kept WIBC Indianapolis off the air for three days, Feb. 1-3, was settled late last Monday and the men were ordered by International Brotherhood of Electrical Workers officials to report back to work at 5 a. m. the following day.

The strike had been called by Radio Broadcast Technicians Local No. 1225, IBEW (an AFL affiliate), following expiration of the old IBEW contract with WIBC at midnight Jan. 31. Chief point at issue, according to George C. Biggar, general manager of WIBC, was the wages provision of the new contract. In the negotiations between the station and the union, Mr. Biggar represented WIBC and John A. Thompson international office of IBEW.

At WIRE, where the technicians' contract with the station also expired on Jan. 31, there was a similar dispute over provisions of the new contract, but the union did not call a strike there.

Steps Up Coverage

KVOR Colorado Springs increased the number of its newscasts to 14 a day during suspension of publication of the city's morning and evening newspapers, the *Gazette* and *Telegraph*, Everett Shupe, manager of the station, states.

HOW TO CATCH AN EAR

Snagging San Francisco-Oakland Bay Area ears takes a lot of ear fishing know-how and KSFO has the formula down pat. For many years KSFO has provided the Bay Area with music, music to fit its every mood. The results are more than satisfactory as KSFO advertisers will attest.

Yes, three out of four (pairs of) Bay Area ears said they prefer KSFO to any other Bay Area independent station.

So, if you have a message to pour into a Bay Area ear, use KSFO for economy and sales effectiveness.

Ask any Universal Radio Sales representative for KSFO's music story.

Everyone likes music

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WOPI-FM OPERATIONS ARE AIDED BY JEEP

WOPI-FM, which has been originating all programs from its two-story transmitter building atop White Top mountain in Virginia since it began operating with full radiated power of 10.4 kw on Jan. 4, has been installing an ST-link between the Bristol, Tenn., studios of WOPI and the transmitter and hopes to be able to originate programs from the main studios in Bristol about Feb. 15, W. A. Wilson, president and general manager of the station, reports.

Meantime, a jeep has been playing an important part in the operation of the new FM outlet. The transmitter site, in Washington and Grayson counties, Virginia, is 33 airline miles from Bristol, and there are no telephone connections or other means of communication (except radio) within 20 miles of it. Bad roads in the winter months make it impossible for car or truck to get within three miles of the transmitter building. Transmitter personnel, therefore, have used the jeep to drive to town to stock up with food and other necessities.

Mr. Wilson reports that up to Feb. 1 WOPI-FM, which broadcasts on 96.9 mc, channel 245, and received reports of reception from points as far distant as Charleston, S. C. Best reception, however, was reported within a radius of 150 miles from the transmitter, he states.

In addition to the studio control room, from which all programs have been originating, the WOPI-FM transmitter building's second floor contains a transmitter room, two bedrooms, a dinette and a bathroom. On the first floor are a 50 kw Diesel engine with ample room for a second, a furnace, laundry tray, washer and a storage room, with sufficient space for the jeep and an automobile.

Forms Own Agency

FORMATION of the Corbin Advertising Agency by Harold Metzendorf, with offices located temporarily at 73 Reade St., New York, was announced last week by Mr. Metzendorf, who until recently was with the Lawrence C. Gumbinner Agency as assistant account executive. The Corbin Agency is now serving four clients: E. J. Willis Co. (marine supplies), New York; Advertising Corp. of America (leather gift items), New York; Standard Arcturus Corp. (radio tubes), Newark; Hydrawlik Co. (plastic paper moisteners), Roselle, N. J.

CBS Dividend

CBS board of directors, meeting Feb. 5, announced a cash dividend of 50 cents a share on class A and class B stock, payable March 7 to stockholders of record at the close of business Feb. 21.

French Firm Given CBS Color License

Plans to Submit Video Proposals To Government of France

SADIR - CARPENTIER, French communications manufacturing company, has become the first foreign organization to receive a license to manufacture uhf color video transmitting and receiving equipment under the CBS patents for sequential video color, CBS reported last week. Sadir-Carpentier, the announcement said, is planning to submit proposals to the French government for the establishment of a national color television broadcasting system in France.

A group of the company's engineers will visit the United States early this spring to make a detailed study of CBS video techniques, headed by Jean A. Widemann, who became television head of the French company last year when Yvon Delbord, who formerly held that position, was appointed chief of the government television department of the Centre National des Communications.

Expressing gratification at the interest of Sadir-Carpentier in color television, CBS President Frank Stanton disclosed that "a high degree of interest has been shown in the CBS color television developments by a number of television organizations in foreign countries. For many of these countries," he pointed out, "the problem will be simpler than it is here in America because they have not yet instituted regular black-and-white television service, and therefore can make a fresh start, unhampered by outmoded methods and equipment."

Sadir-Carpentier is the fourth major concern licensed by CBS under its color television patents. The other three, all U. S. firms, are: Westinghouse Electric Corp., Federal Telecommunications Laboratories and Bendix Radio Division of Bendix Aviation Corp.

Award for Best Student Radio Writing Is Offered

THE SAN FRANCISCO Press Club has launched its second annual scholarship competition among students of Northern California high schools, which will include an award designed to create interest in radio writing.

The award—a $250 scholarship to any university of the winner's choosing—will be granted to the senior high school journalism student who submits the best dramatic radio script based on some phase of the historic development of newspapers.

The scholarship, together with three others to be given for the best news and feature stories and best photo submitted by journalism students, will be presented at a Press Club Junior Gang dinner on April 26.

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Inter-City Television Relay Rights for Radio Requested

ALLOCATIONS permitting broadcasters to establish inter-city television relay links and specific authorization for radio relaying of video programs from one station to another were requested last week in hearings before FCC on proposed frequency service allocations between 1,000 and 13,000 mc.

Philco Corp. asked that broadcasters be allowed to use the frequencies proposed for television pickup and studio transmitter link (STL), totaling 880 mc, for inter-city relay links as well as for pickup and STL, and that common carriers not be permitted to share these frequencies, as the Commission's proposed allocations provide.

"It is our position that common carriers should not be permitted to use frequencies allocated specifically to television, since we believe that this would confuse and overcrowd these frequencies," said Washington attorney Reed T. Rollo, appearing for Philco. "The resulting shortage would force some broadcasters against their will to use common carrier facilities . . . If the common carrier interests desire to provide these services on a common carrier basis, it is our opinion that they should for this purpose use the common carrier frequency channels assigned to them."

He contended that "broadcasters are able to do an inter-city relay job for themselves at less expense than they could obtain equivalent facilities from common carrier companies." Philco, Mr. Rollo said, got the "inspiration to enter the television relaying business on its own behalf" when it was told the charge for using the coaxial cable to carry programs from New York to Philadelphia would be about $167,000 a year. When attorneys for American Telephone and Telegraph Co. challenged the source of the $167,000 quotation, Mr. Rollo said he would secure the name of the source and supply it later for the record.

Asks More Frequencies

Television Broadcasters Assn., with Allen B. Du Mont Labs expressing its approval of the TBA stand, went even further in its proposals than Philco. Speaking for TBA, Attorney Thad Brown requested that additional frequencies totaling 1,200 mc be allocated for inter-city relay and also that television pickup and STL be allowed to share in the mobile and fixed services allocations, which total 2,300 mc.

AT&T spokesmen, expressing no dissatisfaction with the proposed allocations, opposed the pleas for authority for broadcasters to establish inter-city relays, contending that a common carrier could make better use of the facilities than a private carrier.

Contending that "theatre television should have the same parity of right for frequency allocations as television broadcasting," Paul J. Larsen, engineer representing the Society of Motion Picture Engineers, presented SMPE's opposition to the proposed allocations. He contended that all services covered in the plan should be allowed to continue research and development and that therefore the band should be retained for experimental purposes.

Raytheon Manufacturing Co. asked for assignment of one channel at the lower end of the 3,700 mc band for FM STL. Richard F. Lewis of WINC (FM) Winchester, Va., said he had been unable to secure STL equipment for operation in the present band below 1,000 mc but that he was now using Raytheon equipment operating in the 3,700 mc area and that it works "perfectly."

The Commission's proposed allocation plan assigns television pickup to 1,295-1,425 mc, and television pickup and STL to 6,800-7,050 mc and 12,500-13,000 mc. Common carriers also would share these frequencies with television licensees.

Upcoming

Feb. 10-11: NAB Legislative Committee, Mayflower Hotel, Washington.
Feb. 13: NAB-RMA Liaison Committee, Hotel Mayflower, Washington.
Feb. 14: FMA Executive Committee, FMA Hdqtrs., Washington.
Feb. 18-19: NAB Public Relations Executive Committee, Statler Hotel, Washington.
Feb. 19: RMA Board of Directors, Stevens Hotel, Chicago.
Feb. 24-25: NAB Music Advisory Committee, New York.
Feb. 26-27: NAB Freedom of Radio Committee, New York.
Feb. 27-March 2: Annual Conference on Station Problems, Oklahoma U., Norman, Okla., and Skirvin Tower, Oklahoma City.
March 3: NAB News Subcommittee, Program Executive Committee, New York.
March 5: NAB Standards of Practice Committee, Washington.
March 6-7: NAB Program Directors Executive Committee, Washington.
March 7-9: Assn. of Women Broadcasters Annual Convention, Hotel Roosevelt, New York.
March 10-11: National Marketing Conference, sponsored by U. S. Chamber of Commerce Domestic Distribution Dept., Hotel Stevens, Chicago.
March 15: Assn. of Women Broadcasters, "Women in Radio" Conference, Cornell U., Ithaca, N. Y.

NBC Renews Schwerin Contract For Program Pretesting System

WITH THE MAIN objectives of providing radio advertisers with a means for pretesting summer replacement programs and with an audience check on their radio commercials comparable to the copy tests of printed media, NBC has renewed for another six months its contract with Schwerin Research Corp., Hugh. M. Beville, NBC research director, and Horace Schwerin, president of the research organization, jointly announced last week.

New contract, extending the first one which began last July, calls for continued testing of NBC sustaining programs by the Schwerin system of measuring the reactions to radio programs of cross-section parts of audiences of about 300 persons each, who record their reactions to various parts of the program [BROADCASTING, Sept. 16, 1946].

Service will be used by NBC for basic studies designed to improve the effectiveness of its broadcasting and will be offered to agencies and sponsors who either have programs on NBC now or contemplate buying time on the network.

Available to Agencies

The Schwerin system will also be made available to other advertisers and agencies for the testing of commercials only, utilizing in these tests techniques to measure and relate listener acceptability with recall and sales effectiveness. Such recall checks are made both in the studio at the conclusion of the original test and subsequently in the homes of the persons in the best group, Dr. Schwerin said.

Fee for the base test for a half-hour program, including a double group test of the first program and single tests of the succeeding three shows, is $5,000 to NBC advertisers or their agencies, he said. For spot announcement tests, the base fee is $250.

Commercials have a carry-over reaction, Dr. Schwerin stated, citing a program of RCA's Sunday afternoon series on NBC, *Music America Loves Best*, in which the middle commercials for the radio-phonograph produced a drop in audience reaction score of 25%. This unfavorable attitude carried over to the final commercial, for RCA records, when the score fell off 14%. When these commercials were used again without change in copy but with the order reversed, the commercial for records caused the audience reaction score to drop only 9%, and only 18% for the instrument commercial.

Each individual participating in a reaction test is classified in 24 ways—age, sex, education, occupation, marital status, etc.—so that the factors which are different in listeners and non-listeners to the program may be discovered and studied, Dr. Schwerin said. He cited a singing commercial which was well liked and remembered by women, but not by men, which was unfortunate as the product advertised is used exclusively by men.

BMB 1947 Research Plans Made Known

BMB's 1947 RESEARCH activities will be divided between a thorough analysis of the 1946 study of station and network audiences and developmental research in preparation for the 1948 study, it was announced Thursday, following a meeting of the BMB Technical Research Committee at the organization's New York headquarters.

In analyzing the first BMB study, its findings will be compared with other audience studies conducted through a variety of techniques and will also be reviewed from the market point of view to determine the number of stations listened to in various types of markets and similar factors. To prepare for the coming study, BMB technicians will attempt to find out what additional information may be asked of listeners without losing their cooperation or affecting the completeness or validity of their answers.

Those who attended the meeting were: for NAB—Kenneth Baker, NAB; Hugh Beville Jr., NBC; Addison Campbell, substituting for Edward Evans, ABC; E. P. H. James, MBS; for AAAA—Marion Harper, McCann-Erickson; W. J. Main, Ruthrauff & Ryan; C. E. Pooler, Benton & Bowles; for ANA—R. E. Davis, Goodyear Tire and Rubber Co.; Albert Dempewolff, Celanese Corp. of America; Robert Elrick, Pepsodent Division of Lever Bros.; for the BMB staff—Hugh Feltis, John Churchill, Philip Frank, Ralph Sharp, Richard Wyckoff. Guests in attendance were Harper Carraine and Elmo Wilson of CBS; Kenneth Greene, NBC; Richard Puff, MBS; D. E. Robinson, Laroche & Ellis, chairman of the BMB research committee.

Oldsmobile Spots

GENERAL MOTORS, Detroit, Oldsmobile division, has started a two-week spot announcement campaign through its advertising agency, D. P. Brothers & Co., Detroit. In New York spots have been placed starting Feb. 9 to 21 on the following stations: WJZ WMCA WHN and for Feb. 15 to 22 on WOR. A staggered two-week schedule has been placed on approximately 300 stations throughout the country.

John Rutherford

JOHN ALFRED RUTHERFORD, for two years an engineer at WGBS Miami, was drowned Feb. 1 in Okeechobee Canal, 40 miles from Miami. With him at the time of the fatal accident were his wife, Ada, and their 10-year old son, Richard. The trio was just starting a weekend fishing trip. Mr. Rutherford had been with WIRE Indianapolis and WHAS Louisville before joining WGBS.

State Dept. Approval Accorded World Broadcasting Foundation

FIRST indication that the long-discussed International Broadcasting Foundation first disclosed by BROADCASTING (June 24, 1946) has found official State Dept. approval was revealed Thursday when Secretary of State George C. Marshall urged high priority for "legislation authorizing the Government to operate international radio broadcasting facilities through a publicly chartered corporation."

Assistant Secretary of State William Benton has been working on the plan for a year and has submitted it for comment to NBC, CBS, Crosley Corp., General Electric, Westinghouse, Associated Broadcasters of California and Worldwide Broadcasting Foundation of Boston.

It has now gone to Capitol Hill where Senate President pro tem Arthur Vandenberg (R-Mich.) will refer it to an appropriate committee for study.

The proposed International Broadcasting Foundation calls for control by a 15-man board of trustees appointed by the President, with the chairman as the only salaried operating member. The foundation would plan its broadcasts for overseas consumption only on the theory that the United States interests must be represented on the air, but this cannot be done adequately by Government or private industry operating singly.

Officials explained that the United States has only 56 frequencies for use on overseas broadcasting with no likelihood the range will be increased in the foreseeable future. Centralization is proposed for allocation of time and establishment of facilities in view of these limitations.

But on most other matters, such as whether the foundation would sell time commercially, decision would be left to the discretion of the board.

Congressional control of the foundation would be imposed through a yearly review and during action on appropriations.

NBC, CBS

(*Continued from page 13*)

stations, however, would continue active membership, paying in their appropriate income bracket classifications. It is estimated that NBC and CBS owned and operated stations are paying dues totaling between $25,000 and $30,000 annually in addition to the flat network fees.

Graduated Fees

Associate NAB members now pay graduated fees, with no assessment exceeding $1,000 a year under the scale fixed by the board. In the group are transcription, equipment and research firms as well as station representatives.

Associate membership would remove from the board Mr. Stanton, as CBS member, and Frank M. Russell, NBC vice president, who is the oldest continuous member in point of service, unless they were permitted to sit as observers.

Last week's events were reminiscent of several similar controversies within NAB ranks during the last two decades. The last crisis developed in 1942 during Neville Miller's tenure as NAB president.

At that time NBC President Trammell, in a letter to the board, proposed to withdraw his network from active membership and at the same time lashed out at those who made what he described as the "senseless charge that the NBC has ever dominated the NAB or that it seeks such domination."

At the 1942 NAB convention in Cleveland, the Trammell proposal for associate membership for networks, at reduced dues, was voted down with full active membership decreed. CBS, through its then executive vice president, Edward Klauber, militantly opposed associate membership status and contended that all networks were entitled to active participation.

On a number of occasions prior to the 1942 convention, the matter of network membership in NAB had been debated and criticized. Former FCC Chairman James Lawrence Fly did his utmost to encourage other trade organizations, particularly the Broadcasters' Victory Council, and independent groups, such as National Independent Broadcasters and Independent Radio Network Affiliates, all of which have gone by the boards.

NBC has been represented as standing on Mr. Trammell's 1942 letter. It will drop active membership provided the other networks do likewise.

As associate members, the networks would not appoint directors to the board as a matter of right. This had been described as the "House of Lords" method. Only network station managers or executives who might be nominated from the districts in which they are domiciled or who might be elected as directors-at-large could qualify for board membership.

Text of the joint CBS-NBC-NAB statement follows:

> There is no schism between NBC or CBS and the NAB. Neither network member has resigned from the association nor intends to resign. The networks and the association have been considering for some time what the nature of network membership shall be. The only question to be determined is whether network membership shall be on an active or associate basis. This will be decided at the May meeting of the NAB board.

MBS DAYLIGHT SAVING PLAN LIKE LAST YEAR

THE MBS DAYLIGHT saving time plan for 1947, as announced by the network last week, will be similar to that followed last year, with live broadcasting adhered to wherever possible in all time zones. Where unavoidable conflicts occur between network and local program schedules due to the observance or non-observance of daylight saving time, Mutual shows will be recorded and played back one hour later.

In making the announcement, E. P. H. James, MBS manager of sales operations, said, "We will try to make our plan of operation flexible enough so that conditions in each time zone and at varying hours of the day are fully considered with a view to minimum disturbance in listening habits. Thus, if a majority of favorite programs are heard in a given region at the same time all year round, we will try to adhere to that time schedule. If the listeners in another region have become used to adjusting themselves to time-tables one hour earlier than during the winter, we'll try to conform to those conditions."

Mr. James added that this "requires considerable extra expense for duplicate line facilities, and, even so we cannot take care of every situation with a perfect solution.

Local 802 Effects Bargaining Recess

NEGOTIATIONS between networks and the AFM's Local 802 of New York were in recess last week as union officials presumably studied the progress of bargaining elsewhere.

It was believed that the New York negotiations would be resumed this week, after the conclusion of conferences in Chicago (See story page 79). Although there was no reason to believe that wage scales established elsewhere would become a precise pattern for New York, there was little doubt that the outcome of the Chicago bargaining would at least serve as a guide.

A blanket wage increase of 18½% to which network stations in Chicago had reportedly agreed was greater than the raises which New York network executives were said to have offered Local 802.

No official announcement of the networks' counter-proposals was forthcoming in New York, but it was said that they amounted to no more than 16½%. Meanwhile, it was understood that Local 802 had reduced its original demands. Although the amount of wage increases which 802 now was seeking was a carefully kept secret, it was believed that the increases averaged between 25 and 30%.

Color TV Field Tests Are Continued Despite Handicap of Severe Weather

HANDICAPPED by cold, windy weather and by icy roads that made driving a hazardous enterprise, field trucks supplied by CBS and Du Mont set out last week with representatives of CBS, Du Mont, Philco, RCA, the FCC and the National Bureau of Standards for a final series of field tests of the CBS uhf color video broadcasts before today's resumption in Washington of the FCC hearing of the CBS application for commercialization of video color by the network's sequential system. FCC decision is expected early in March.

Test schedule, set by the companies opposing the CBS application, called for reception of the color video signals in Bronxville, Yonkers, Nyack, Newburgh, N. Y., and in Milburn, Cedar Grove and Passaic, N. J., with the opening test to be made at the Bronxville home of Dempster McIntosh, president of the International Division of Philco. In the other test cities the location was determined by E. C. Allen of the FCC Technical Information Service, who when blindfolded stuck pins in the maps.

Agreement to accept the CBS offer of its field equipment, which receives the uhf signals in black-and-white only, was reached Tuesday evening at a meeting at CBS, when that network agreed to supply test patterns for the tests from its experimental uhf color video transmitter and also from its low band black-and-white television station, both located in New York's Chrysler Tower. The low band signals were received by test apparatus in the Du Mont field truck.

Tests began Wednesday afternoon at the McIntosh residence, with good reception reported on both bands. The following morning, at the request of the others, CBS engineers erected an antenna on the roof of the McIntosh dwelling and that afternoon received films and slides as well as a test pattern on the table model color receiver which CBS had demonstrated the previous week at the FCC hearing in New York. George R. Tingley and Harold T. Lyman, CBS engineers in charge of the receiving equipment, reported that the color pictures were received as well as during demonstrations made for the FCC at Tarrytown, N. Y., in December and January.

Field test group included T. T. Goldsmith, Du Mont director of research; F. J. Bingley, chief television engineer of Philco; Mr. Allen; Ray D. Kell and George C. Sziklai, RCA research scientist; K. A. Norton, propagation expert of the National Bureau of Standards; William B. Lodge, CBS director of general engineering; Peter C. Goldmark, inventor of the CBS color television system, and J. W. Wright, CBS chief radio engineer.

At Deadline . . .

FEDERAL COURT UPHOLDS FCC DENIAL OF WOV SALE

SUPREME COURT test of FCC's denial of $300,000 WOV New York sale to Murray and Meyer Mester appeared likely Friday. Three-judge special Federal court in New York upheld FCC's action denying sale on grounds Mesters are not qualified. Court said: (1) FCC is not bound by past determinations inconsistent with Mester case decisions; (2) FCC can deny transfer if transferee is "not of good character," and "'character' includes involvement in civil litigation"; (3) FCC may investigate applicants' general character without first calling for "all-inclusive" character data.

Court's decision denied motion of transferees Arde Bulova and Harry D. Henshel to have Mesters' suit dismissed on grounds that sales contract, since it required FCC approval, was nullified when FCC failed to approve.

STERN TO TESTIFY

PHILADELPHIA Publisher J. David Stern scheduled to appear today (Feb. 10) before House Labor Committee to explain sale of station WCAU, [BROADCASTING, Feb. 3] *Philadelphia Record* and two Camden, N. J., papers to Robert McLean, president Philadelphia Bulletin Co. Justice Department requests to Messrs. Stern and McLean for information on merger explained by Department officials as "routine."

1290 kc GRANT SET ASIDE

FOUR-MONTH-OLD grant to Ken-Sell Inc. for new 1-kw daytime station on 1290 kc at W. Palm Beach, Fla. [BROADCASTING, Oct. 21], set aside by FCC on petition of WTOC Savannah, which uses 1290 kc with 5 kw. Ken-Sell application set for hearing, with WTOC as intervenor.

FCC Gets Flood

(*Continued from page 4*)

plicants involved. Failure to attend, FCC said, "will be construed as indicating that such applicants do not desire to participate in the expediting plan"; although their applications will be considered, they will not be accorded amendment privileges provided for participants in expediting plan.

Applications submitted by Friday included:

Alf M. Landon, former Kansas Governor and 1936 Republican nominee for President, requesting 1-kw daytime use of 1130 kc at Leavenworth, Kan., and, with three partners, fulltime use of 1400 kc with 250 w at Liberal, Kan.; KXA Seattle increase from 1 to 50 kw directionalized and fulltime instead of limited-time operation on 770 kc (WJZ New York, dominant); KFWB Los Angeles, move from 980 to 830 kc (WCCO Minneapolis) and increase from 5 to 50 kw with DA.

Coconino Broadcasting Co., Flagstaff, Ariz., 600 kc, 1 kw, DA, fulltime; Frank E. Duhme, St. Petersburg, Fla., 1300 kc, 1 kw, DA night; Steel City Broadcasting Co., Gary, Ind., 1260 kc, 250 w, day only; KVOL Lafayette, La., change from 1340 to 1480 kc, increase from 250 w to 5 kw day, 1 kw night (facilities of KTBS Shreveport requested); Corn Palace City Radio Corp., Mitchell, S. D., 950 kc, 5 kw, DA fulltime; KRGV Weslaco, Tex., increase from 1 kw to 5 kw, DA; KBKI Alice, Tex., increase from 1 kw to 5 kw on 1070 kc, change hours from daytime to fulltime, DA night; WNAD Norman, Okla., increase on 640 kc from 1 kw to 5 kw, day only; KWJJ Portland, Ore., increase from 1 to 10 kw, DA; Radio Atlanta, Atlanta, Ga., 680 kc, 1 kw, daytime; KGBC Galveston, Tex., change from daytime to fulltime with 1 kw day and 250 w night, DA night; Montana Network, Billings, Mont., 1550 kc, 1 kw night, 5 kw day; KELD El Dorado, Ark., change from 1400 to 690 kc, increase from 250 w to 1 kw, DA night; Modern Broadcasting Co., Baton Rouge, La., 1480 kc, 1 kw, day only.

NEW MISSOURI OUTLET

ORDER issued by FCC Friday granting Audrain Broadcasting Corp.'s application for new 250-w station on 1340 kc at Mexico, Mo., and authorizing KHMO Hannibal, Mo., to move from 1340 to 1070 kc and raise power from 250 w to 5 kw day, 1 kw night, DA fulltime. Audrain owners include John A. Badaracco, owner of electric appliance company, president and treasurer (16%), and his wife, Lois F. (14.4%); B. E. Emerson, associated with *Courier Post* (licensee KHMO), secretary (22.4%); Wayne W. Cribb, KHMO manager (22.4%), and his brother, Vance Cribb (6.8%).

KBIX GETS RENEWAL

CANCELLING third "Blue Book" hearing, FCC Friday announced regular license renewal for KBIX Muskogee, Okla. KBIX one of seven stations originally set down for renewal hearings involving programming. Two, WIBG Philadelphia and KGFJ Los Angeles, have since won non-hearing renewals; WTOL Toledo hearing held last month; KONO and KMAC San Antonio slated for March hearings; WBAL Baltimore to be heard Feb. 24 with Pearson-Allen application for WBAL facilities.

NABET REQUEST DENIED

FCC DENIED National Assn. of Broadcast Engineers & Technicians (NABET) request to reopen record on WDNC Durham, N. C. application for regional operation to receive evidence concerning alleged unfair labor practices [BROADCASTING, Jan. 27]. WDNC, on 1490 kc with 250 w, has proposed grant for 620 kc, 5 kw day, 1 kw night, DA fulltime.

NYACK COLOR TEST FAILS

ENGINEERS field testing CBS video color reception in Nyack Friday reported uhf transmitter failed to produce usable signal although good signals received from both NBC and CBS low band black-and-white transmitters. Understood testing group will not go further north, although original schedule called for tests at greater distances from transmitter.

TELECOMMUNICATIONS MEET

WORLD Telecommunications Conferences begin at Atlantic City with Radio Administrative Conference May 15, State Dept. announced Friday. Plenipotentiary Telecommunications Conference, Short Wave Broadcasting Conferences to follow. Arrangements were completed in collaboration with International Telecommunications Union [BROADCASTING, Sept. 23, 1946].

TULSA CLASS B FM GRANT

WEST CENTRAL Broadcasting Co.—Oklahoma Gov. Robert S. Kerr (board chairman) and E. K. Gaylord, president of Oklahoma Publishing Co. (president)—received conditional grant for Class B FM station at Tulsa, Okla. West Central has AM grant for WEEK Peoria, Ill., and is applicant for Tulsa AM.

RCA BOARD Friday declared dividend of 37½ cents per share on $3.50 cumulative first preferred stock for period Jan. 1-March 31, 1947. Dividend payable April 1 to holders of record at close of business March 7.

People

JOHN L. MERDIAN, program director of WSTV Steubenville, Ohio, named general manager of WPIT Pittsburgh, newest in Friendly Group, scheduled to take air in April with 1 kw on 730 kc.

MAJ. GEN. H. C. INGLES, Army's chief signal officer since July 1, 1943, to be retired March 31 at his request

WILLIAM J. SLOCUM, CBS director of special events, resigned Feb. 7 to devote full time to writing memoirs of Elmer Irey, former coordinator of Treasury law enforcement agency. Book will be published by Simon & Schuster.

WBAL PLEA DENIED

FCC Friday denied WBAL Baltimore's petition for postponement of Feb. 24 consolidated hearing on its renewal application and application of Drew Pearson and Robert S. Allen for WBAL's 1090 kc 50-kw facilities. WBAL's further request that FCC correct its Blue Book references to WBAL operations also denied.

MIAMI FAX DEMONSTRATION

WQAM, *Miami Herald* station, to begin demonstrations of facsimile edition next month, plans regular use of facsimile in fall, Publisher John S. Knight announces. Scarcity of receivers is handicap, he says.

FCC Rules & Regulations amended (Section 3.104) Friday to specify that FM applications filed before July 1, 1947, need not specify particular frequency unless applicants are directed to do so by FCC.

Closed Circuit

(*Continued from page 4*)

they are urging President Kobak to hold at least one of quarterly sessions in Washington each year.

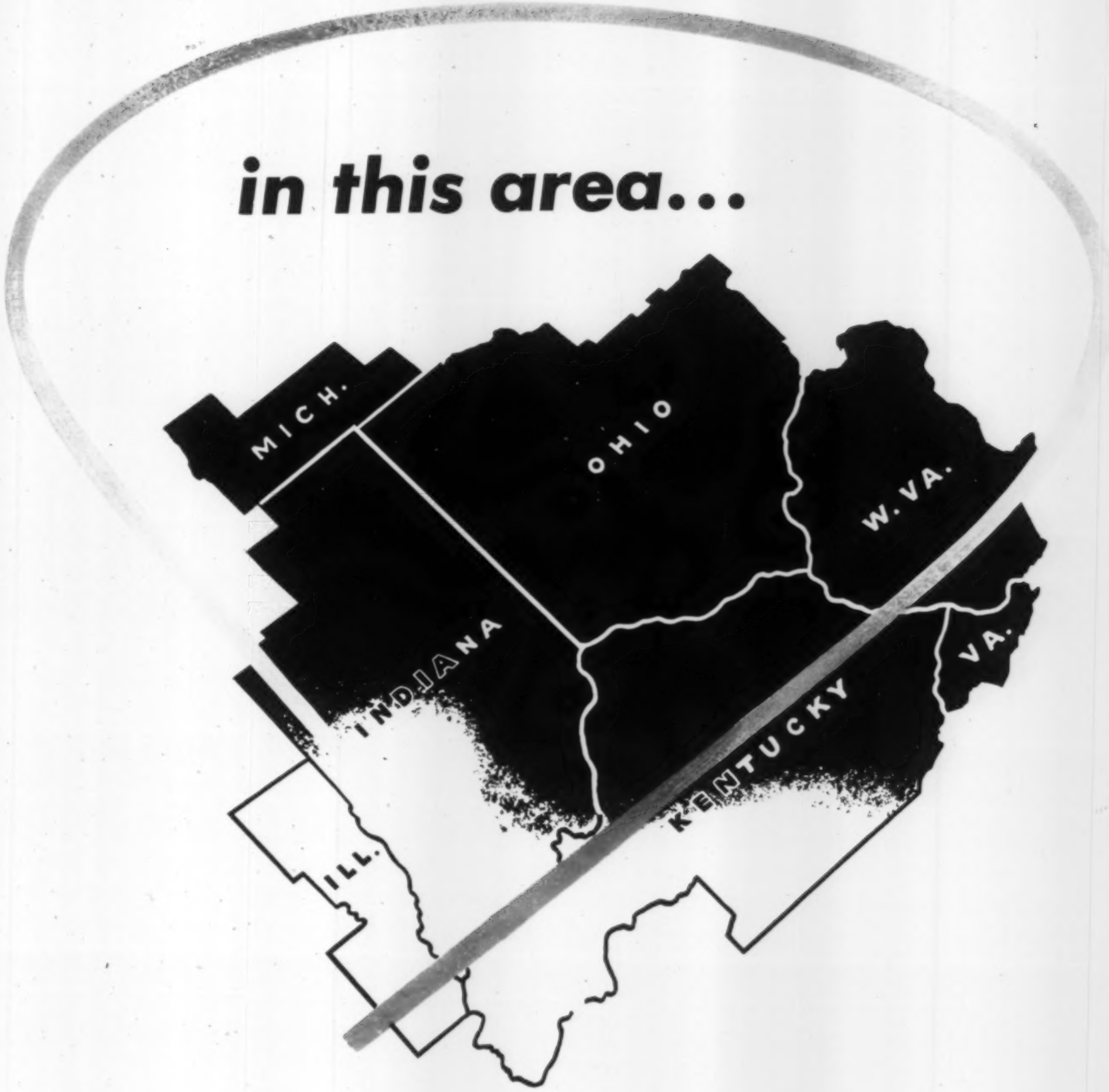
WHOLE subject of international copyright protection may be next problem dumped in UNESCO's lap. Besides opposing new Pan American copyright convention, recording firms and NAB join move to have whole world copyright mess cleared up at one time. U. S. is not party to Berne copyright convention.

PLETHORA of grants for both standard and FM stations has aroused interest of many banks, called upon by applicants and grantees for financing. Nature of information being sought goes to operating costs for various classes and sizes of stations and other standard financial data.

ALTHOUGH Associated Bell companies of AT&T have been requesting increased rates for toll and other types of service with various state commissions, rates for broadcast circuits have not been altered.

POST-MOSCOW Conference of delegations representing United Kingdom, USSR and France to consider continental allocation problems covering Europe's standard broadcast band, originally scheduled for Feb. 3, has been postponed about 10 days. While conversations have no direct bearing on broadcast allocations in our hemisphere from interference standpoint, disposition of broadcast channels in Europe nevertheless is of more than cursory interest here.

in this area...



In this area there are 2,735,051 radio homes. Of these homes, ONE STATION in four weeks...

- reaches 70.1% between 6 AM and Noon
- reaches 70.8% between Noon and 6 PM
- reaches 79.2% between 6 PM and Midnight
- reaches 81.2% between 6 AM and 6 PM
- reaches 86.1% between 6 AM and Midnight

and that ONE STATION is...

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Nielsen Radio Index February-March, 1946

CROSLEY BROADCASTING CORPORATION